

Collecting Stories Worksheet

SET UP POST-SERVICE SURVEY

Build a Google Form using questions such as the following:

- Where were you before you found out about [service]?
What was the need that helped you decide to sign up?
- How is your life different because of [service/organization]?
- What would you say to someone else considering engaging in this service?
- How can we serve you better?



google.com/forms

Set up this survey to be an automated part of your process with clients.

BUILD A BUSINESS CARD ASKING FOR A REVIEW

1 Sign up for Canva for Nonprofits.



canva.com/canva-for-nonprofits/

2 Set up a Google Business Profile.



google.com/business

3 Within Google Business manager, locate the link you can share to ask for reviews.

4 Find a business card template in Canva. Update with colors, fonts, etc, according to your visual brand.

5 Create a QR code that links to Google review URL (using app within Canva Premium). Add to business card.

6 Determine where in your client process you'll give out the card to request reviews.

7 Order business cards.



AI Prompts

Instructions: Fill in the items below. Then use one of these AI chatbot tools to input the following prompts with your details.

Organization type:

Detailed description of audience:

Detailed description of service:

Tone of brand voice (conversational, formal professional, familiar, etc):



gemini.google.com/app



chatgpt.com

GENERATING CONTENT

- What type of high-value content should I include in my social media posts for a company that provides [**detailed description of service**] for [**detailed description of audience**]?
- Can you write 10 posts for Facebook about [**detailed description of service**] for [**detailed description of audience**] using a [**description of your brand voice**] voice?

PLANNING FOR PHOTOS

- Please provide a list of photoshoot ideas for [type of organization] to highlight services that entail [**detailed description of services**] for [**detailed description of audience**].
- Can you give me a list of photo ideas and props needed to showcase [**detailed description of service**]?

