

Checklist for Good Cheer Fund Stories

- Stories should be written in present tense.
- All stories should contain the name of the Charleston Leadership Foundation as the source.
- Stories need to be personable.
- Stories should be no more than 200 words each.
- Please do not send bullet points – explain fully why our client(s) need financial help from the community in sympathetic terms.
- Remember there is nothing too small. If a child needs a Christmas toy or a family needs a Christmas tree but can't afford one, that's okay. The big things are great, as well – assistance with dentures, new shoes, a pair of glasses, etc. are acceptable.
- Be sure to include the who – first names only (not real names) – what and why. Do not provide information that could directly identify someone.

Acceptable Sample Story – Sarah currently finds herself in a situation that she never thought she would be in: skipping meals so her young sons can eat. Just a few years ago, Sarah was a proud single mother working to achieve her dream of becoming a registered nurse. However, her life changed drastically last year when she was diagnosed with cancer and had to stop working. Sarah knows she is going to overcome this difficult time in her family's life, but right now she needs help providing food for her children during the holiday season.

Your donation to the Good Cheer Fund can help make the holidays brighter for families like Sarah's that are struggling with hunger.

Unacceptable Sample Story – Family has 7 children. Mother has low-paying job and can't cover the bills. She receives food stamps and government assistance but it isn't enough. Your donation would help her cover the gaps.
(why does she have low-paying job? Tell the story like you are excited about telling someone)