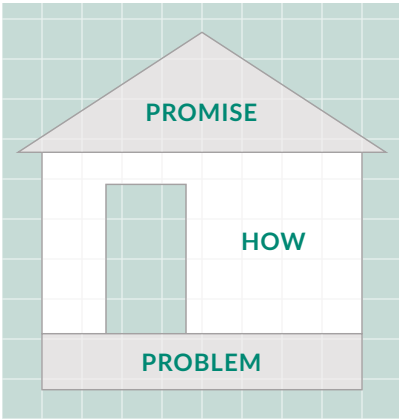


# Your Compelling Opportunity Story



Funding Priority: \_\_\_\_\_

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## 1. PROBLEM

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## 2. PROMISE

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## 3. HOW

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### Societal

About People

- What people? Put a face on them.
- What is the human cost of the situation?
- What is the cost to communities, local and global?
- Why does this situation hurt?

### Forward-Looking

Imagines a Solution

- What will the situation look like when it is corrected?
- What will be the impact of the action we will take?
- What opportunity is there to make a difference?

### Action-Oriented

Describes Path to Success

- How will we accomplish this?
- What are the resources (people, technology, etc.) required to make this happen?
- What opportunity is there for people to join the team?

# Your Compelling Opportunity Story (cont.)

## Apply "Power" Tools

"Power" Tools make your Opportunity Story relevant, relatable, and inspiring.

### Points of Credibility



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### Statistics



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### Analogies/Metaphors



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### Stories



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### Elegant Simplicity



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