

# Impact Storytelling Template

By Ashley Beggs | Conservation Consultant

*Use this framework to craft newsletters, donor emails, or funding proposals that connect & convert.*

## 1. The Problem

*What's wrong? Why does your work matter?*

- Keep it human, localised, and real.

Example:

"In the last 6 months, over 30 snares were found near our northern boundary and we know for every one we find, more go unseen. This isn't just a stats problem. It's a crisis for the wildlife we're here to protect."

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## 2. The People

*Who's doing something about it?*

- Tell a short, personal story — ranger, farmer, child, rescued animal.

Example:

"Meet Bheki. He joined our community ranger team two years ago, and now he's leading daily snare patrols that are saving wildlife every week. But the work isn't easy, safe or funded."

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## 3. The Plan

*What are you doing to fix it?*

- Give a glimpse of your solution in action.

Example:

"We've launched a 90-day patrol campaign to cover high-risk areas daily, using local intelligence, field data, and a team that's walked these paths for decades."

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### Tip from Ashley

If your conservation work only lives in your head, it will die there too. Write it down. Share it. Build it.

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## 4. The ask

*How can the reader help?*

- Make it specific, actionable, and impact-driven.

Example:

"R100 funds one ranger for one day. That's one more day without snares. Will you help us fund the next week of protection?"

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## Use this format to write your next:

- Donor email
- Social media story
- Grant application opener
- Newsletter spotlight
- Video voiceover

**And if it still feels flat** - Let's write it together



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