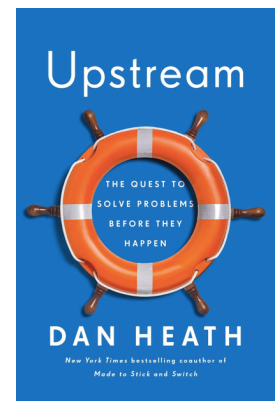
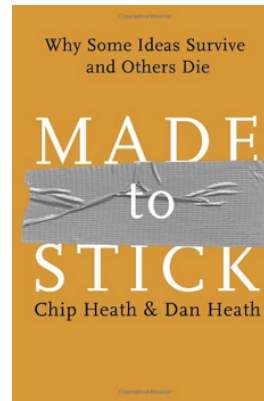
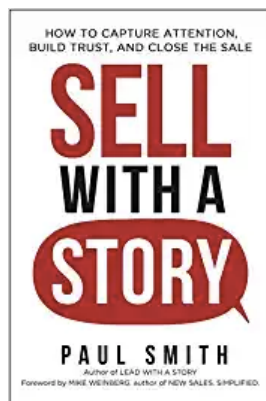
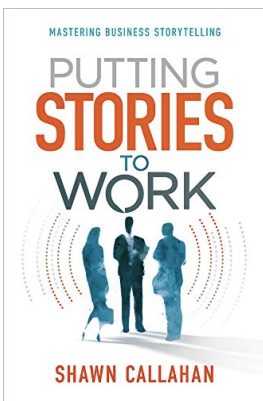


## Use these 7 key questions to craft your beneficiary story

	Question	Explanation	Example (Akshaya Patra <sup>1</sup> )
Context	Who	<ul style="list-style-type: none"> <li>Introduce protagonist with vivid (Show, don't tell), relatable relevant characteristics</li> </ul>	<ul style="list-style-type: none"> <li>Shravani, 14-year old girl</li> <li>Loves reading, teaching, reprimanding her grandpa! (show through incidents)</li> </ul>
	When and Where	<ul style="list-style-type: none"> <li>Describe the place and time (if relevant); pics and videos help</li> </ul>	<ul style="list-style-type: none"> <li>Rural Telegana</li> <li>Mid-2020</li> </ul>
Conflict	What goal	<ul style="list-style-type: none"> <li>What is the protagonist's most important goal?</li> </ul>	<ul style="list-style-type: none"> <li>Become a teacher</li> </ul>
Challenges and counters	Why not attainable	<ul style="list-style-type: none"> <li>What's stopping them? Biggest obstacles</li> </ul>	<ul style="list-style-type: none"> <li>Money – especially for regular, nutritious meals</li> </ul>
	How overcome	<ul style="list-style-type: none"> <li>How can the obstacles be overcome? What do the Hero, You and the Donor bring to the table in this fight?</li> </ul>	<ul style="list-style-type: none"> <li>Hero: Hard-work, ambition</li> <li>Akshaya Patra: Food prep and logistics</li> <li>Donor: Funding</li> </ul>
Call to Action	Impact and What next	<ul style="list-style-type: none"> <li>Impact on the Hero and other stakeholders; call to action</li> </ul>	<ul style="list-style-type: none"> <li>Yet to be seen – but with her drive, it would be real soon!</li> </ul>

## Further learning resources



Also, you can subscribe to 'Story Rules on Saturday' – my weekly story-letter here: <https://story-rules-on-saturday.ck.page>

Ravishankar Iyer

1. The Akshaya Patra story: <https://www.akshayapatra.org/stories-of-children/shravani-wants-to-become-a-teacher>