



Successful Storytelling

Amazing work is done within nonprofits every day, but what are you doing to share moments of mission impact with the community? In this session, we'll cover the elements of successful storytelling, and explore how to build stories of your various audiences (you, your organization, its donors, and its clients). We'll also discuss maximizing your reach through a multichannel approach, and have time for you to begin building stories in the session.

Learning Outcomes:

- Learn how elements of storytelling can help you share and uncover connections between your organization and its donors.
- Identify methods to share stories through various communication channels.
- Build stories about your connection to your organization, your organization's connection to your community, and your donors' connections to your organization.