

# Telling Your Nonprofit's Story

## Who I Am



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Sticks and Stones Writing Services  
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## What we will cover today

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- ◆ How to identify and write for your audience
- ◆ Elements of storytelling
- ◆ Live writing exercise



# Know your audience

*Your audience determines what story you tell and how you tell it.*

“

If your target audience isn't listening, it's not their fault; it's yours.

Seth Godin

# Know your audience

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## Who are they?

Donors (Individual + Institutional)

Volunteers

Board Members

Clients/Audience Members

Strategic Partners

General Public

## Where are they?

Geographically

Field of work + Skills

Recreation/Spare Time

Online

Events

# Know your audience

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## Communications

People who you currently serve

People who you want to serve

## Fundraising

People who give you money or time

People who you want to give you money or time

## Public Relations

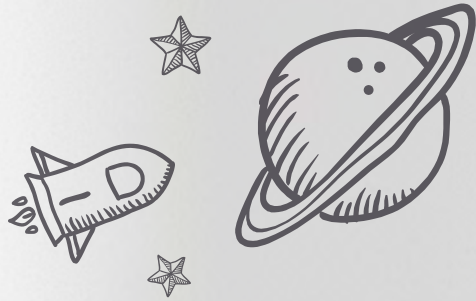
Stakeholders

Policy makers

General public

Format	Donor (Individual + Institutional)	Volunteer	Board Members	Clients/Audience Members	Strategic Partners	General Public
Newsletter	X	X	X	X	X	X
Fundraising Materials (appeals, thank you notes, etc.)	X	X	X	X		
LOI/Grant Proposal	X				X	
Op-Ed, Letter to the Editor	X	X	X	X	X	X
Marketing materials	X	X		X		X
Reports	X				X	X





# Elements of Storytelling

*All good stories follow a formula.*

“

A beautifully told story is a symphonic unity in which structure, setting, characters, genre, and idea meld seamlessly.

Robert McKee

# Basic Story Elements

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**Setting:** Geography + culture

**Character:** People you serve

**Plot:** Situation people you serve are in

**Conflict:** Challenge your people must overcome

# Basic Story Elements

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## Narrative Arc

- 1. Set up:** setting + character + plot
- 2. Rising action:** conflict + character
- 3. Climax:** conflict + character + plot
- 4. Resolution:** setting + character + plot

*Let's  
practice!*



# THANKS

# !

**Any questions?**

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