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HOW TO USE THE POWER OF STORY FOR GREATER NONPROFIT SUCCESS

Your story holds power--for you and for your nonprofit.



GET CURIOUS ABOUT YOUR OWN STORY

- What key experiences or passions led you to commit to your nonprofit's cause?
- How does your personal story align with the values and mission of your nonprofit today?
- How can you use your personal story to inspire your team, donors and those you serve?
- How can you more effectively convey this passion through your nonprofit's communication strategy?

INSIGHT: Tap into your personal connection to the cause to articulate a compelling narrative that resonates with the core mission of your nonprofit & the common desires of your donors.

CONNECT WITH OTHER PEOPLE'S STORIES— FROM DONORS TO TEAM MEMBERS TO THOSE YOU SERVE

- How can you actively see your donors, team members, and those you serve as heroes?
- How can you encourage your team, donors and those you serve to share their stories? What methods, systems and platforms can you use to do this?
- How can you develop a "Tell me more" approach with your team, donors and those you serve?



INSIGHT: Create a culture of listening and story sharing within your nonprofit to cultivate stronger connections and collaboration.

WATCH THE TEDX TALK:
THE SURPRISING POWER OF STORY AT WORK

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GET CAPTIVATED BY A LARGER STORY

- How does your nonprofit's work contribute to a greater community or societal goal?
- How can you more compellingly connect your nonprofit's story to a larger societal narrative?
- How can you create a culture that connects your team, donors and those you serve to this greater purpose?

INSIGHT: Connect your nonprofit's communications, operations and achievements to this broader societal impact, enhancing relevance and engaging a wider community.



Accessing the power of your story, paying attention to the stories of your donors, team and those you serve and dedicating yourself to a larger story are three of the most strategic practices you can do personally and professionally. And...this work is not for the faint of heart.

We, at StoryNow, would be honored to journey alongside you. We believe that community creates capacity. We want you to gain the capacity you need for your nonprofit to thrive. StoryNow is a boutique leadership and communications consultancy dedicated to boosting people, plant, profit and purpose. We offer customized consulting, training and coaching.

The StoryNow Team is excited to share the journey with you! Find us at storynow.io. And you can personally connect with Tamara Park, StoryNow CEO, at tpark@storynow.io.

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