Nonprofit Storytelling | The Basics & More™

Purpose of the course

Do you worry that you’re telling your organization’s same stories, over and over again?
Are you wondering how often you need new stories and where the best place to find them is?
Do you know that your stories are lacking emotion, but you feel funny writing “that way” or you don’t know where to start?
Are you looking for ways to get your board members, staff, and volunteers involved in the storytelling process?

Nothing plays a more effective role in fundraising quite like emotionally compelling storytelling.

Storytelling delights, it inspires, it captures the imagination and, most importantly, storytelling compels donors from all demographics to give.

Why then is it so tough for nonprofit organizations to find and share the inspiring stories that are critical to inspiring giving?

If you’d like to have a system in place for creating and sharing your organization’s stories, Nonprofit Storytelling | The Basics and More is your answer.

In this self-guided four-week eCourse you’ll learn:

- The brain science behind why storytelling works
- How to get everyone, from your board to volunteers to program staff on board — and sharing effective stories
- Where to find your organization’s stories
- How to hook your reader from the first sentence
- How to repurpose your stories for the web, for newsletters, for events, and more
- How to use storytelling in social media and the role of pictures and video
- How to use storytelling in grantseeking
- How to keep your reader on the edge of their seat…and more

How it works

Every week you’ll receive (via email) comprehensive guides, worksheets, and pre-recorded webinars covering the topic of the week that you can read on your computer, smartphone, tablet or e-reader, or print out to read at your convenience. Each guide contains 10-30 pages and presents everything you need to know to capture your organization’s best stories.
All participants in this course will have direct email access for questions about the course materials and how they apply to your nonprofit. Ask one question or one hundred questions—we’re here to help your organization succeed. You’ll also be included in a private ‘members only’ Facebook group, the ideal opportunity to bounce ideas or questions off your colleagues.

Once you register for Nonprofit Storytelling | The Basics & More the materials are yours to keep, to re-use when you need a refresher, or to share with a new volunteer or staff member.

**Schedule of topics**

Here are the course modules you’ll be receiving for Nonprofit Storytelling| The Basics & More:

**Week One (June 27): A Recipe for Storytelling**

- What you need to know about the science behind storytelling
- How to get everyone, from your board to volunteers to program staff on board — and sharing effective stories
- Where to find your organization’s stories
- Is your storytelling missing this key ingredient?

Worksheets & Bonuses: Your Charitable Giving worksheet

**Week Two (July 5): Your Point…and You Do Have One**

- How to hook your reader from the first sentence
- It’s in the details: knowing which ones you need — and which ones you need to cut
- Knowing who your hero is (it’s not who you think)

Worksheets & bonuses: Your Story Template

**Week Three (July 11): Taking Your Stories Multichannel**

- How to use storytelling in social media and the role of pictures and video
- Learn the importance of storytelling for grantseeking
- Storytelling for board members
- Storytelling for staff
- Capturing your donors stories

Bonus: Storytelling for Board Members featuring Chris Davenport recorded Simple Development Systems webinar

**Week Four (July 18): Advanced Storytelling Techniques**

- How to keep your reader on the edge of their seat
- Handling stories of a sensitive nature
- Creating a story portfolio and re-purposing your stories for different media

Bonus: Advanced Storytelling featuring Lori Jacobwith (recorded Simple Development Systems webinar)

Even better? You can register as many individuals from your organization as you’d like. That way everyone, from your ED to your board members to program staff will be “on board,” learning about the importance of storytelling and how they can contribute to make it happen!
Your instructors

This course is taught by Pamela Grow, the author of Simple Development Systems | Successful Fundraising for the One Person Shop and the creator of Simple Development Systems | The Membership Program, and Michelle Brinson,

Pamela has raised millions through her consultancy, her widely-read weekly Grow Report ezine, her popular ‘fundraising fundamentals’ Basics & More eCourses, and her Simple Development Systems training program. Her over-riding goal is to provide exceptional donor-centered fundraising training to small nonprofit organizations — at prices they can afford.

With Chris Davenport, Pamela created 100 Donors in 90 Days, and The Donor Retention Project, a series of interviews with the world’s leading donor retention experts. In 2016 she partnered with the Veritus Group for the launch of Major Gift Academy, the seminal online major gift fundraising training program. In 2010 Pamela was named one of the 50 Most Influential Fundraisers by Civil Society magazine, and in 2016 she was named one of America’s Top 25 Fundraising Experts by the Michael Chatman Giving Show. She’s been featured by the Chronicle of Philanthropy, Guidestar, Nonprofit Quarterly, and the Foundation Center, and writes Small Shop Savior, a regular feature of NonprofitPRO Magazine. She is a regular contributor to SOFII, the showcase of fundraising innovation and inspiration, and Charity Channel.

Michelle Sanders Brinson is a compelling writer and marketing communications expert. Utilizing interactive, digital and traditional media, she has mastered the art of storytelling—successfully sharing the stories of publishing companies, record labels, service-based businesses, nonprofits and advertising agencies with audiences across the country.

Brinson works in marketing communications as a writer for Nashville Rescue Mission, where she creates the stories that raise over $2 million a year from a print newsletter alone.

Tuition

Registration for Nonprofit Storytelling | The Basics & More, including all guides, podcasts, recorded webinar, access to both our private Facebook group and personal email for yourself and up to four team members is $97. Registration ends on June 23.