 **Storytelling Resources**

**Stories Worth Telling – A Guide to Strategic and Sustainable Nonprofit Storytelling** (<https://meyerfoundation.org/sites/default/files/files/SWT-Whitepaper-FINAL.pdf>) – Developed by Georgetown University with the support of the Meyer Foundation, this 62-page guide is the culmination of an intiative desigined to help small nonprofits understand the basics of storytelling and how to create systems within their organizations that will produce better stories.

**Storytelling for Nonprofits - How to Present Stories That Attract Donors, Win Support, and Raise Money** (<http://www.fundraising123.org/files/NFG-Storytelling-Guide.pdf> ) - This 25-page guide prepared by the Network for Good offers practical information on how visuals can be used to enhance your storytelling efforts.

Whether you are recruiting program participants, engaging employers, or seeking private support to sustain your efforts, storytelling needs to be an essential element of your communication strategies. These resouces are intended to supplement the content provided in the webinar, **Telling Your Story,** which was delivered on WorkforceGPS on Ocotober 5, 2017. The curated links offer tips on storytelling that can help you make an emotional connection to your audience and win public support for the work that you do.

**Why Nonprofits Need to Be Storytellers** (<https://www.bridgespan.org/insights/library/leadership-development/why-nonprofits-need-to-be-storytellers> ) - For Andy Goodman, a nationally recognized author, speaker and consultant in the field of public interest communications, storytelling is integral to a nonprofit’s ability to advance its mission. In this Q&A, he shares how nonprofits and their leaders can use stories to connect their communities, funders, beneficiaries, and employees with their causes and visions.

**Ten steps to mastering the art of storytelling** - <https://www.trekksoft.com/en/blog/10-steps-to-mastering-the-art-of-storytelling>

**The Art of Purposeful Storytelling** (<https://www.youtube.com/watch?v=8-KtR4vM4eg>) - Peter Guber, chairman and CEO of the Mandalay Entertainment Group, explains how to establish an emotional connection with any audience.

**Nine Storytelling Mistakes Your Nonprofit May Be Making** (<https://www.thebalance.com/nonprofit-storytelling-mistakes-2502039>)

**Fifteen Ways to Harness the Power of Nonprofit Storytelling for Advocacy** - <https://www.nten.org/article/15-ways-harness-power-nonprofit-storytelling-advocacy/>)