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# THE POWER OF STORYTELLING

Joseph B. Henning, IOM, CAE

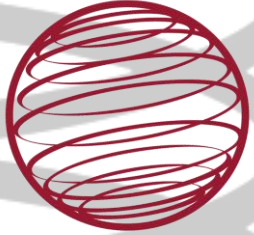
President & CEO

Henry County (Ga.) Chamber of Commerce



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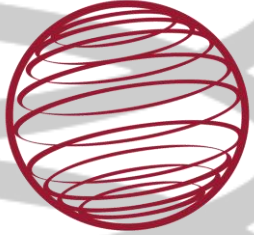
# WHY STORYTELLING MATTERS

- Stories connect on a human level
- They inspire action and loyalty
- Memorable stories leave a lasting impact



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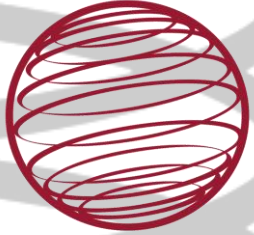
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# MEMBER SPOTLIGHT

## Real Stories, Real Members

- Highlight a member's success or journey
- Personalize the impact of membership
- Make it relatable and inspiring

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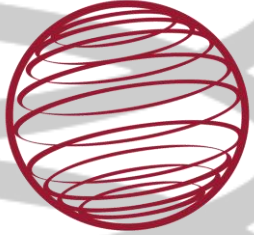
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# THE FRAMEWORK

## Craft Compelling Narratives

- Introduction
- Conflict or Challenge
- Resolution or Transformation
- Call to Action

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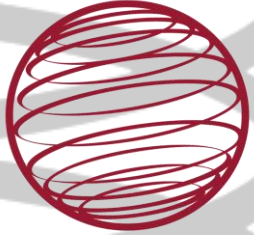
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# OUR STORY

## Share Your Organization's Journey

- Where did it all begin?
- Challenges faced and overcome
- Milestones and achievements
- Vision for the future
- Community impact

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# OUR STORY

## Share Your Organization's Journey

The screenshot shows the 'About' page of the Center for Nonprofit Management (CNM). The navigation bar includes links for About, Membership, Services, Topics, Events, and Support Us, along with buttons for Join Now, Login, FAQ, and Job Search. The main content area features the heading 'About' and two paragraphs of text. A video player is embedded on the right side, showing a group of people in a meeting with their hands raised. The video title is 'CNM - Amplifying Your Impact' and the video player includes a 'Watch later' button and a 'Share' icon. The video player also displays the CNM logo and the text 'Center for Nonprofit Management'. At the bottom of the video player, it says 'Watch on YouTube' and 'w.cnm.org'. The video player has a blue overlay at the bottom right with the text 'Amplifying Your Impact'.

**CNM** About Membership Services Topics Events Support Us Join Now Login FAQ Job Search

### About

We believe that thriving nonprofits are essential to a strong community. But how can nonprofits thrive when we're stretched thin and lacking time, dollars, and resources?

At CNM, our mission is to equip your organization with the things you need to make a difference. We connect you to expertise, partnerships, and tools that will enable you to focus on your mission, *all day, every day.*

CNM - Amplifying Your Impact  
Center for Nonprofit Management

Watch on YouTube w.cnm.org

Amplifying Your Impact

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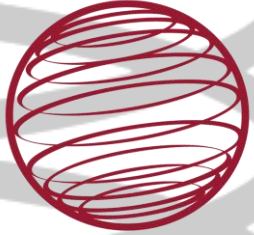
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# PLATFORMS

## Where to Share Your Stories

- Website
- Social Media
- Newsletters
- Events
- Member Testimonials
- Elevator Pitches
- Programs & Meetings
- Grant Requests

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# ENGAGING VISUALS

## Enhance Your Stories

- Use compelling images, videos
- Infographics for key stats, impacts
- Visual consistency for brand recognition

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# ENGAGING VISUALS

## Enhance Your Stories

### ABOUT ROBIN HOOD

Robin Hood is New York City's largest poverty-fighting organization. We support low-income families by building and fueling the most impactful nonprofits across all five boroughs that are elevating people from poverty.

Over three decades, we've invested more than \$3B in New York City to ensure low-income families are on pathways needed to realize economic mobility.



#### INVEST IN THE BEST

Last year, we invested **\$172 million** in over 900 of the most impactful nonprofits across New York City, including over **\$80 million** for COVID-19 relief.



#### BUILD STRONGER ORGANIZATIONS

We support and strengthen our partners in everything from **board recruitment** and fundraising to **leadership development** – whatever we can do to enable their success.



#### FOLLOW THE DATA

We **leverage data** to identify, evaluate, and scale the most impactful programs.



#### ADVOCATE

We advocate for **smart policy** changes to support the communities we serve.

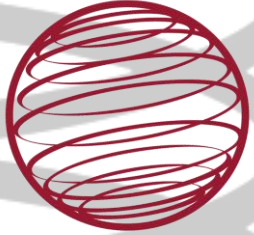
WHO WE FUND

HOW WE HELP

POVERTY TRACKER

PUBLIC POLICY

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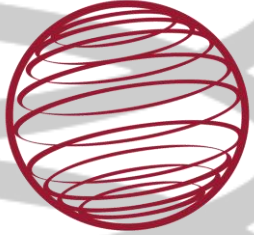
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# MEMBER TESTIMONIALS

## Harness the Power of Social Proof

- Showcase member reviews, testimonials
- Include before-and-after stories
- Highlight the value of membership

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# MEMBER TESTIMONIALS

## Harness the Power of Social Proof

The screenshot shows the BellXcel website's 'Scholar Impact' page. At the top, there is a navigation bar with the BellXcel logo, 'Solutions', 'About', and 'Evidence' dropdown menus, and 'Log In' and 'DONATE' buttons. The main heading is 'Scholar Impact' with a sub-heading 'Children who engage in BellXcel-powered youth programs are called 'scholars' - they demonstrate substantial gains in learning and self-confidence, as well as, joy in the pursuit of learning.' Below this are two featured student testimonials. The first is for Jeffrey, a rising 6th grader, and the second is for Myima, a rising 7th grader. To the right of these testimonials is a quote from Jovita Melgar, an Academic Teacher at Big Lift Inspiring Summers, stating, 'They're getting instruction at their level, that makes sense to them.'

**bellxcel.** Solutions ▾ About ▾ Evidence ▾ Log In **DONATE**

### Scholar Impact

Children who engage in BellXcel-powered youth programs are called 'scholars' - they demonstrate substantial gains in learning and self-confidence, as well as, joy in the pursuit of learning.

**Meet Jeffrey**  
Jeffrey is a rising 6th grade scholar in his first summer enrolled in a BellXcel-powered summer program. Tell... [More >](#)

**Meet Myima**  
Myima is a rising 7th grade scholar in her second summer enrolled in a BellXcel-powered summer program... [More >](#)

"They're getting instruction at their level, that makes sense to them."  
**JOVITA MELGAR**  
Academic Teacher, Big Lift Inspiring Summers

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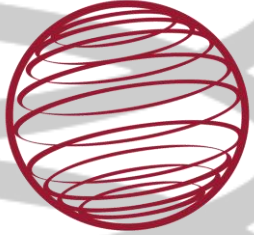
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# STORYTELLING EVENTS

## Host Storytelling Workshops

- Encourage members to share their stories
- Create storytelling competitions
- Foster a culture of storytelling within your organization

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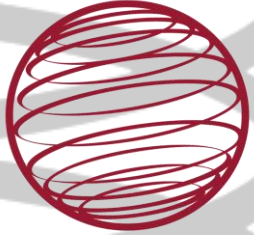
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# MEASURING IMPACT

## How to Track Your Success

- Member engagement metrics
- Conversion rates
- Membership growth
- Social media reach, interaction

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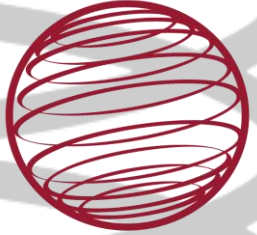
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# CHALLENGES

## Addressing Common Hurdles

- Finding the right stories
- Maintaining consistency
- Balancing personal, organizational narratives

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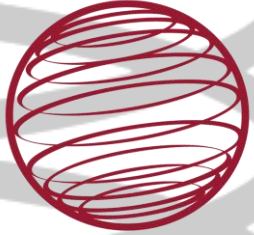
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# BEST PRACTICES

## Tips for Effective Storytelling

- Keep it authentic
- Appeal to emotions
- Make it relatable
- End with a strong call to action

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# DO'S AND DON'TS

## Don't

- Use jargon or business speak
- Focus too much on yourself
- Leave plot holes
- Make your characters too perfect
- Skim over details
- Sell your Call to Action too hard
- Overcomplicate the story

## Do

- Use visuals to show your ideas
- Know your audience
- Outline your plot and message
- Be honest
- Go deep
- Provide a benefit
- Leave room for imagination

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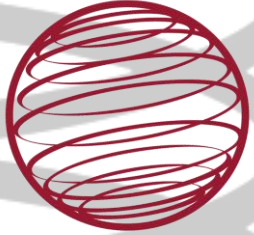
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# CONCLUSION

## The Journey Continues

- Empower your members to be storytellers
- Stories build community, drive growth
- Your organization's story is ongoing

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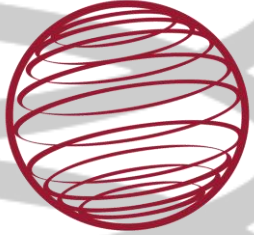
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# QUESTIONS?



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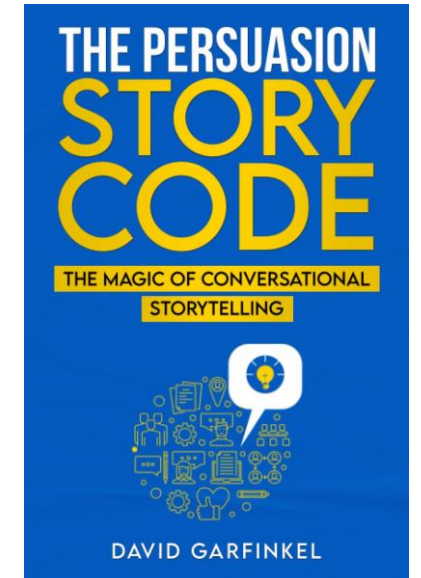
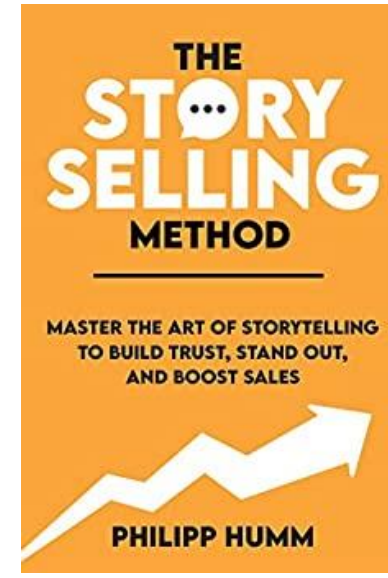
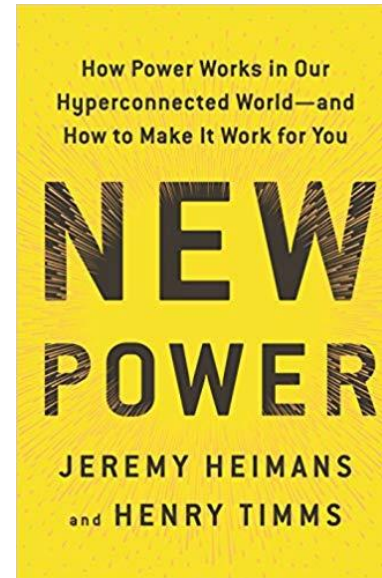
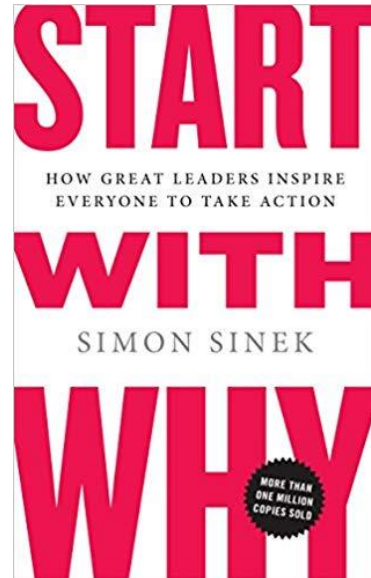
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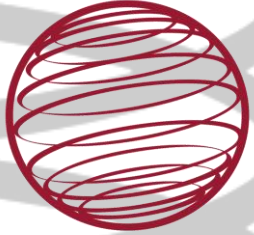
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# THANK YOU

## Some Personal Recommendations



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# STAY IN TOUCH

## My Contact Information

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