



Storytelling for Nonprofits

How to Tell Stories that Build Support and Raise Money

**Thursday, October 16, 2014
8:00 am to 4:00 pm
Ramada Plaza Hotel, Kill Devil Hills, NC**

Sponsored by the Outer Banks Community Foundation, Village Realty, and the Ramada Plaza

Your nonprofit's most powerful marketing and fundraising tool is both free and already in your possession -- you just may not realize it! It's telling a good story about the people involved in your organization -- the people you serve, and your volunteers and supporters. Good stories are powerful because they are emotional, and emotions -- not facts and figures -- drive giving.

All nonprofits have great stories, but exactly how do you go about telling them? What do you emphasize, and what do you leave out? During this workshop with Nonprofit Marketing Guide's **Kivi Leroux Miller**, you'll see how stories can be the backbone of your marketing and fundraising strategy, both offline and online. Through a series of exercises and practice sessions, we'll remove some of the mystery from the storytelling process as you learn how to tell three different kinds of stories. You'll see how you can use (and reuse) stories in email, on your website, in social media, in fundraising letters, at events, and more.

**Cost is just \$15 for board and staff of OBX nonprofits. Registration includes breakfast and lunch!
Advance registration required. Please register online at www.obcf.org by Friday, October 10.**

***Kivi Leroux Miller** is president of the Nonprofit Marketing Guide and author of "The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause" and "Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money."*

Through training, coaching, and consulting, Kivi helps small nonprofits make a big impression with smart, savvy marketing, communications, and fundraising. She teaches a weekly webinar series and writes a top-ranked blog on nonprofit communications at NonprofitMarketingGuide.com. Kivi lives in rural North Carolina with her husband, two young daughters, three cats, a dog, and countless backyard wildlife.

Storytelling Workshop Agenda

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8:00 am to 4:00 pm

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8:00 – 8:30 am	Networking and Continental Breakfast
8:30 – 9:00 am	Welcome <i>Bob Muller, Chair, Nonprofit Outreach Committee, and Lorelei Costa, Executive Director, Outer Banks Community Foundation</i>
9:00 – 9:30 am	Putting the Power of Stories to Work for You <i>Kivi Leroux Miller, President, Nonprofit Marketing Guide</i>
9:30 – 10:30 am	Telling Your Stories Using the “Challenge” Plot
10:30 – 11:30 am	Telling Your Stories Using the “Creativity” Plot <i>Kivi Leroux Miller</i>
11:30 – 12:15 pm	Lunch
12:15 – 1:15 pm	Telling Your Stories Using the “Connection” Plot
1:15 – 1:45 pm	Helping the Donor See Their Role in the Story
1:45 – 2:15 pm	Using Stories to Get Media Coverage and Promote Events <i>Kivi Leroux Miller</i>
2:15 – 2:30 pm	Break
2:30 – 3:00 pm	Using Stories Online in Email and Social Media
3:00 – 3:30 pm	Using Stories in Fundraising Appeal Letters
3:30 – 4:00 pm	Creating Your Own Storytelling Plan and Final Q & A <i>Kivi Leroux Miller</i>