

## 50 Techniques for Effective Nonprofit Storytelling

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Stories are a quick and simple way to inspire people to take action. And so storytellers have incredible power. If you feel your storytelling is a little stale, or need a quick jolt of inspiration, this list is for you! Read on for 50 techniques you can use as you craft stories for your organization. And come to the Nonprofit Storytelling Conference to learn how to turn your stories into donation (<https://nonprofitstorytellingconference.com>)

1. **Use compelling visuals:** Pictures, infographics, and videos can often tell a story better than words alone.
2. **Incorporate personal narratives:** Sharing the stories of individuals can resonate more deeply with your audience.
3. **Appeal to emotions:** Emotion drives action. Make your audience feel something.
4. **Highlight the impact:** Show how your organization is making a difference.
5. **Use clear, concise language:** Jargon can alienate your audience.
6. **Start with a strong hook:** Grab your audience's attention right from the start.
7. **Include quotes:** Direct quotes can bring authenticity to your story.
8. **Tell stories of success:** Show your audience what's possible when they get involved.
9. **Make the audience the hero:** The story should empower your audience to take action.
10. **Provide context:** Explain the bigger picture and why this story matters.
11. **Showcase diversity:** Ensure your stories represent the various communities you serve.
12. **Add a call to action:** Guide your audience on what they should do next.
13. **Use case studies:** Case studies can provide real examples of your organization's work.
14. **Be transparent:** Honesty and transparency can build trust with your audience.
15. **Keep it simple:** Avoid overly complex narratives.
16. **Use data:** Facts and statistics can support and validate your story.
17. **Incorporate storytelling in fundraising appeals:** Connect giving to tangible results through stories.
18. **Remember the arc of a story:** Every good story has a beginning, middle, and end.

19. **Show, don't tell:** Use descriptive language to paint a picture for your audience.
20. **Make it relatable:** Use universal themes to connect with your audience.
21. **Use various mediums:** Different people prefer different forms of media, so diversify your storytelling formats.
22. **Incorporate testimonials:** Let those who have been helped by your organization share their stories.
23. **Build suspense:** Keep your audience engaged by creating a sense of anticipation.
24. **Highlight volunteer experiences:** Sharing volunteers' stories can inspire others to get involved.
25. **Include elements of surprise:** Unexpected elements can keep your audience engaged.
26. **Connect stories to your mission:** Every story should relate back to your organization's core purpose.
27. **Make it timely:** Tie your story to current events or trends when possible.
28. **Use compelling titles and headlines:** Grab attention from the outset.
29. **Acknowledge challenges and failures:** This can humanize your organization and show resilience.
30. **Use powerful imagery:** Use images that evoke emotion and complement your narrative.
31. **Tell stories consistently:** Regular storytelling can keep your audience engaged and coming back for more.
32. **Invite guest storytellers:** Bring in outside voices to share their perspectives.
33. **Narrative immersion:** Use descriptive detail to immerse your audience in the story.
34. **Incorporate humor:** When appropriate, humor can make your content more enjoyable and memorable.
35. **Address the audience directly:** Speak to your audience as if you're having a one-on-one conversation.
36. **Use social media platforms:** Different platforms offer unique ways to tell and share stories.
37. **Create a storytelling culture in your organization:** Encourage staff, volunteers, and beneficiaries to share their stories.
38. **Use metaphor and analogy:** These can simplify complex ideas and create vivid imagery.
39. **Optimize for mobile:** Ensure your stories are easily digestible on smaller screens.

40. **Share the journey:** Document the progress of a project or individual over time.
41. **Tie stories to specific campaigns:** Use storytelling to enhance your fundraising or awareness campaigns.
42. **Align your story with your brand:** Ensure your storytelling supports and enhances your brand image.
43. **Keep your audience in mind:** Consider what your audience cares about and how they prefer to receive information.
44. **Use sensory language:** Engage your audience's senses to bring your story to life.
45. **Practice ethical storytelling:** Respect privacy, consent, and cultural sensitivity.
46. **Incorporate interactive elements:** Quizzes, polls, and comment sections can engage your audience in the storytelling process.
47. **Use storytelling in grant applications:** A compelling story can help your application stand out.
48. **Use video testimonials:** These can bring authenticity and emotional depth to your story.
49. **Share behind-the-scenes content:** This can foster a sense of intimacy and inclusion.
50. **Incorporate user-generated content:** Encourage your audience to share their own stories related to your cause.