

Storytelling for Fundraising and Organizational Impact

02

Making the case for support in your community's own words

FORMAT	Half-day or full-day workshop
BUILT FOR	Nonprofit staff, development teams, higher education advancement and alumni relations teams, and community-based organizations
CHALLENGE	Development teams are asked to prove impact on deadline, while the most persuasive evidence — what clients and staff have actually lived — sits uncollected and disconnected from program data.

WHAT WE DO

- Collect qualitative data with care and consent
- Surface community wisdom already inside the organization
- Identify recurring themes across accounts
- Interpret experience collectively rather than in isolation
- Generate insights that stand up in a grant narrative

WHAT PARTICIPANTS LEAVE WITH

- Identify the stories that genuinely demonstrate impact
- Connect client outcomes to organizational data
- Develop donor-centered narratives
- Use stories confidently in grants, reports, and campaigns

HOW THE ENGAGEMENT RUNS

- 01 Ask** — gather stories, experiences, observations, and community knowledge
- 02 Interpret** — facilitate collective reflection and thematic analysis
- 03 Share** — translate findings into accessible narratives and recommendations
- 04 Act** — apply findings to programs, services, and fundraising strategy

DELIVERABLES

- Fundraising story bank
- Story collection templates
- Impact narrative framework
- Coaching and feedback

IN PRACTICE — FAMILY RESOURCE NAVIGATORS

Worked with navigators who were themselves former service recipients and parents of children with disabilities. Structured storytelling and facilitated reflection turned personal experience into organizational and systemic knowledge.

Accounts surfaced a consistent set of barriers — difficulty accessing services, family isolation, thin system-navigation support, and cultural barriers to seeking help. Guided interpretation converted those patterns into insights the team could use to advocate for families and communicate impact to funders. Parents grew confident in owning, writing, and telling their own stories, recognizing themselves as the experts on their children's needs and strengths.