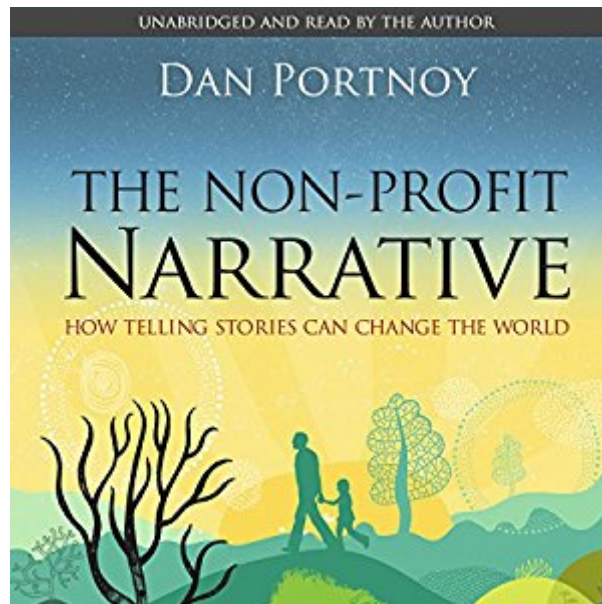


The book was found

The Non-Profit Narrative: How Telling Stories Can Change The World



Synopsis

The Non-Profit Narrative is designed to help nonprofits apply storytelling principles to their day-to-day operations and communications for maximum impact. Applying the idea that all organizations have great stories to tell, Dan Portnoy encourages nonprofits to interpret fundraising and engagement through the perspective of storytelling. This proven process has helped nonprofits raise millions of dollars, attract donors, and make a profound impact for their cause.

Book Information

Audible Audio Edition

Listening Length: 1 hour and 51 minutes

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Version: Unabridged

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Whispersync for Voice: Ready

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#377 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit

Organizations & Charities #1731 in Books > Business & Money > Skills > Communications

Customer Reviews

The main theme of The Non-Profit Narrative by Dan Portnoy, is how storytelling can be used in a business environment as a catalyst for success. Portnoy particularly wrote this book to help non-profit organizations, the audience, use this story-telling technique as a unique communication strategy to motivate and build confidence in their employees. "Tell your story and tell it well. Help your audience know your struggles and triumphs in a multi-channel approach with multiple entry points. Truth is, that's the complete answer." This quote more or less summarizes the main objective of this book. Portnoy wanted to make sure that anyone involved in non-profit organizations was aware of his method of telling stories, and how telling a good story is the key to harnessing the inner strength in humans, bringing out the best in them. "Story is most absent from corporate slide presentations." This is the best response that Portnoy received when he spoke to people in his workshops about boring presentations. According to Portnoy, storytelling is crucial to survival. He states that stories connect humanity together, and help us learn context and

hidden meanings. It is a way of examining our lives and seeing who and what we really are. Portnoy discusses how the Internet age has made coming up with a great story more and more difficult. Portnoy mentions how corporations are too focused on relaying the facts to the audience, which is just the beginning of a good story. He mentions how you could tell an audience a series of facts straightforward, or you could make an interesting story that incorporates these facts within them, keeping the audience engaged. The example of the story of Cinderella was mentioned, which laid out the important facts of the story in the beginning.

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