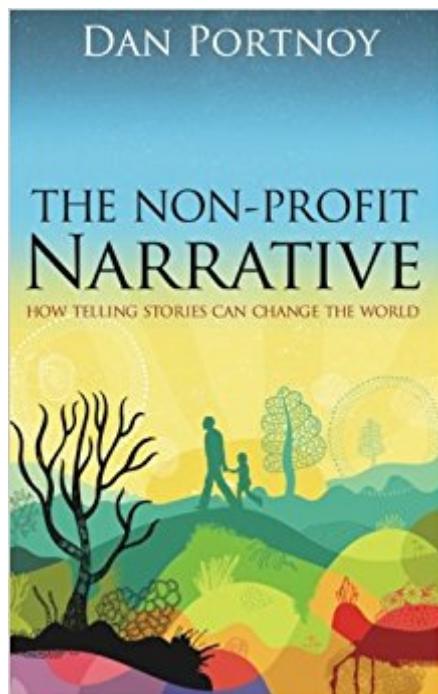


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# The Non-Profit Narrative: How Telling Stories Can Change The World



## **Synopsis**

The Non-Profit Narrative is designed to help non-profits 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 non-profits to interpret fundraising and engagement through the perspective of storytelling. This proven process has helped non-profits raise millions of dollars, attract donors and make a profound impact for their cause.

## **Book Information**

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## **Customer Reviews**

Dan is the author of The Nonprofit Narrative: How Stories Can Save the World. He loves helping passionate people strive for the impossible and on several occasions he's seen it happen. For over a decade, Dan has worked with the toughest outposts of Fortune 500 companies to get them back on track and with big results. He is sought after to help flesh out business ideas, coach teams and lead senior staff through the digital age. In 2006, he started The Portnoy Media Group to help nonprofits, companies and organizations better tell their stories for impact and engagement. His communication strategies have helped multiple nonprofit organizations double their online donations year over year and raise millions. Dan's cultivation of story ideas builds community, engages the free radicals and removes the barriers between traditional cultivation and acquisition. He's been a producer and a director for multiple projects, including The Great American Road Trip, a five part miniseries documentary/reality show. He is the founder, editor-in-chief and host of The Drop (<http://www.thedroponline.com>), a music podcast that features interviews with artists and bands on

the rise. Dan lives in Pasadena, CA and loves it. For the latest updates, connect with him at

<http://www.portnoymediagroup.com>

What are your stories? It's always my first question when speaking with a new (or prospective) client. And many view it as a time-waster. They want that next big grant that will put them on the path to solvency. Or what about getting donations on Facebook or Twitter? Or "Could we try an event?" And yet storytelling is the foundation of every successful fundraising program. It's not magic. In this short, easy-to-read book, Dan Portnoy has gathered the tools to help every member of your nonprofit tell your stories in ways that make them more engaging and effective - and raise more money! Highly recommended.

I've worked with Dan Portnoy for the past five years and watched as he's revolutionized the way non-profits raise money. He's taken decrepit and dying fundraising plans and breathed new life into them that results in huge growth in giving from existing and new donors. Now, for the first time, he's revealing everything he knows about how non-profits can effectively tell their story and greatly increase donations. You should buy a copy of *The Non-Profit Narrative* for yourself and everyone that you know that works at a non-profit.

Though it's not lengthy, this book is packed with practical, effective tips and methods for improving a nonprofit organization's online and Social Media presence. Dan spoke at our church on this subject and his expertise in "creating a compelling story" is excellent. I highly recommend this book and Dan's agency!

The best book I've read all year! A few people have a natural talent for story telling that ignites the interest and giving of constituents, but what about everyone else on staff, on the BOD, and in the volunteer ranks? What about our donors? The cause I care about most needs everyone to know and tell our story well, and this book is going to help make that happen. Stay tuned for updates as I introduce and nurture Portnoy's simple and tested concepts throughout our international nonprofit. Our diamond in the rough is going to get noticed, branded, and polished until it gleams!

As a grant writer, this book is a great reminder of why I do what I do. This is a guide to help non-profits tell their story in a way that allows them to stand apart from the many organizations going after the same pot of money that has fewer dollars in it. It allows agencies to get a clear vision

on what they are about and what they do. It gives non-profits the opportunity to address some of the difficult questions they need to answer in these times when many historic non-profits are closing their doors due to lack of funding. This is a wonderful resource for those who are thinking of starting a non-profit, while at the same time it serves as a way for more established agencies to become more focused on how to best tell their story. I recommend this book to anyone works in the non-profit arena.

Your non-profit didn't start out to make money but to change the world, you're battling something, you're on a journey. This is how people and constituents connect to your organization. Help them resonate with your work by telling this story effectively and efficiently. This book provides simple, effective and yes, results-oriented solutions to maximize the impact of your NGO by using the power of story. This book tells a story that no other book on non-profits, NGOs and ministries provides. I've worked in the NGO sector for over 6 years now and there isn't a better resource to equip non-profit executives, development execs and communications people. This book covers the much needed topic of telling the story of your non-profit that will have greater impact and results than any strategy or campaign. Get it, read it, start working. If you're starting a non-profit, if you're 20 years into your NGO's work, this book is for you. A plus? It's easy to read over two cups of coffee.

Okay, so it's not likely that Dan's book will be made into a feature film but even the thought of it demonstrates the way we gravitate to stories. Dan does a remarkable job of helping the reader pay attention to the essential elements of story and how stories can help people connect with the mission of your particular non-profit organization. As a way of sparking your imagination, each chapter includes helpful "take aways" and "next steps." I found the book helpful, enlightening and fun. I'm sure you will too. It's really not about making a big pile of cash but some of us are crazy enough to believe that, together with others, we can make a beautiful difference in this world. This book will help you to that end. [ROLL CREDITS]

Many industry standards that help you to on occasion refocus on the important things . Keep this at close hand in your library and review it quarterly to make sure you're maintaining a positive track .

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