

7 Ways to Make Your Nonprofit's Storytelling Stronger



- Stop talking about all the great things you do.** If all an organization talks about is the great work it does, there isn't an opportunity for the audience to connect.
- Think about your audience — and tailor your story to them.** Define the audience you're trying to reach, figure out what's important to them and what connects them to your mission, and then stay on topic.
- Always include a call to action.** Nonprofits often think that a great story will stand on its own, but an absent or watered-down call to action is a missed opportunity.
- Don't become locked into one type of narrative.** Telling stories of donors, volunteers, or the organization's history can be beneficial to creating a more well-rounded picture of your nonprofit.
- Get out of the office.** Seeing services in person will make your writing more vivid and allow you to add details that will draw in supporters and help them connect with the mission.
- Avoid jargon, acronyms, and overused words.** "There's a total disconnect between the amazing work groups do and the lame language they use to describe it," says Erica Mills, founder and CEO of Claxon Marketing.
- Be honest about your impact.** When using data to demonstrate your organization's effectiveness, it's important not to overstate the organization's achievements.