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

By Dan Portnoy



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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.



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Editorial Review

About the Author

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>

Users Review

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Daniel Trimble:

This The Non-Profit Narrative: How Telling Stories Can Change the World book is simply not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book will be information inside this publication incredible fresh, you will get info which is getting deeper you actually read a lot of information you will get. That The Non-Profit Narrative: How Telling Stories Can Change the World without we know teach the one who reading it become critical in contemplating and analyzing. Don't always be worry The Non-Profit Narrative: How Telling Stories Can Change the World can bring whenever you are and not make your handbag space or bookshelves' turn out to be full because you can have it inside your lovely laptop even phone. This The Non-Profit Narrative: How Telling Stories Can Change the World having good arrangement in word in addition to layout, so you will not sense uninterested in reading.

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