

Storytelling: The Secret Sauce of Fundraising Success **Lynn Malzone Ierardi, JD**

Session description:

Nonprofit organizations have amazing stories to share – stories of perseverance, fortitude, profound impact, and generosity. Stories are at the core of *why* nonprofit organizations exist. Scientific research confirms good storytelling is one of the most powerful ways to communicate, to engage stakeholders, and to influence behavior. It's *especially* important for effective fundraising.

But what makes a good story? With the right recipe, storytelling can be the *secret sauce* of *your* fundraising success. What ingredients engage the audience and have an impact? Some ingredients are essential. You just can't make a good sauce (or gravy as some call it) without tomatoes. In this interactive session based on Lynn's recently published book on *Storytelling: The Secret Sauce of Fundraising Success*, you'll hear about what it takes to become a storytelling gourmet and refine your own storytelling recipes.