



## **The Non-Profit Narrative**

*Dan Portnoy*

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## **The Non-Profit Narrative** Dan Portnoy

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.

## **The Non-Profit Narrative Details**

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Author : Dan Portnoy

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Genre : Nonfiction, Leadership, Business, Language, Communication

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# From Reader Review The Non-Profit Narrative for online ebook

## Mar says

Easy read and incredibly helpful.

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## Brian Clark says

This book was a concise and easy-to-read summary of what a communication department should be striving for. It offers structure for stories that we put together and gives practical advice at the end of each chapter. Much of the information is not 'new' to us as a communications team but the book offers good reminders for best practices and challenged me in my own writing. As I begin to plan and write each story, I should keep these ideas in mind.

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## Bethany says

I loved this book. I thought it was

\*easy to read and understand

\*immediately applicable

\*chock full of great examples and resources. I looked up every resource at the end except the ones I have already subscribed to or read.

What I love is that it's simple. It's easy to put into practice. But it also reframed some of the communications I already do. From this point forward, I will communicate organizational stories differently, and it's directly because I read this book.

Other reviewers said he used too many movie examples. What? I didn't notice...I was about 50% through the book when I heard that and then was attuned to look for them. I still didn't notice. Maybe it's because they were REAL examples. I mean movies are all about storytelling, so....

Recommended for anyone working for a nonprofit, either as a volunteer or for pay. We all contribute to our organization's narrative.

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## Roberta says

Quick read and good advice.

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## **Anne says**

I worked in not-for-profit organizations for years, and this book offers practical and easily-implemented strategies for getting an NFP's mission and work noticed. It should be a must-read for marketing and development professionals, executive leadership and trustees,

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## **Dan King says**

Loved this book! And I frequently refer to the ideas Portnoy discusses in the book. It's a short, quick read, but the concept is huge. It's a very practical guide to storytelling for non-profits, and is packed with examples to connect to.

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## **Nicolás Díaz says**

The basic idea behind this book is a very solid one that should become apparent to anyone: NGOs have to tell a story and they have to tell a bloody good one. Unfortunately this book is short, which would be fine normally but it also spends a lot of time talking about other non-profit elements that are only secondary to the narrative premise (such as how to set up your web or mailing list).

There is good advice all around, though. I just wish it was filled with more real life examples instead of movie quotes.

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## **Elora Ramirez says**

Being a storyteller, I appreciated Dan's call for more stories in nonprofits. Whether you're struggling or succeeding in your start-up, or you've been around for awhile and know a thing or two about gaining notoriety as a nonprofit, this book reminds us all that at the core what really matters is story - the good and bad, the not so pretty and the unbelievable. The public wants to know, and Dan will show you how to tell them.

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## **Alonda Williams says**

Concise and useful advice for nonprofit organizations and development professionals. It is a bit basic for those who have experience with storytelling and perfect for those who don't .

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## **Justin McRoberts says**

Loved it! Better than Cats!!

Actually, I really did love it. Solid social philosophy without being heady followed by challenging but doable next steps and suggestions.

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### **Kristin Harvey says**

Many movie examples here, but it's a great parallel to better understand the elements of story telling for non-profits through the clutter of campaign cycles, social media, and the new economy. Great read!

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### **Ryan says**

Highly motivational with great practical tips on producing non-profit communications in a digital age. This book should be in every non-profit org's tool box.

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### **Jeff Bjorgan says**

Nice, clear, articulate advice on bringing story elements into marketing for non-profits.

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### **Vadim says**

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### **Derek says**

Compact, quick, useful, inspirational--everything it claims to be. Portnoy doesn't waste any time and simply hits on the needed reminders (many that I "knew" but needed to simply focus on) that help bring the important things to the surface. Thanks, Dan!

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