



Session Two

How to Find and Tell Your Most Compelling Story for Maximum Donations

Communication & Marketing

This workshop is designed to show nonprofit professionals how to find their organization's best story and tell it in the most engaging and compelling way. This interactive workshop covers the four C's of storytelling and demonstrates how to engage donors and how to best elicit emotion from an audience, whether it is one person or a crowd of 500. Workshop participants will leave with a strong story outline for their organization and tools to create dynamic stories to connect with donors and increase donations.

Christopher Davenport has been a filmmaker/storyteller for 20 years. He worked on feature films in Hollywood and had his own documentary production company. In 2007, Chris changed his company to 501 Videos and now exclusively helps nonprofit organizations find and tell their most compelling stories for their audiences/donors. Chris also produces "Movie Mondays for Fundraising Professionals", a free weekly video series for those serving the nonprofit community.