

HEAL Stories of Impact



Crafting Effective Stories



A story can be a...

[Tweet](#)

[Long interactive narrative](#)

...and anything in between



**A GUIDE TO STRATEGIC
AND SUSTAINABLE
NONPROFIT STORYTELLING**



GEORGETOWN UNIVERSITY
School of Continuing Studies
Center for Social Impact Communication



Meyer Foundation

Building Blocks
An Effective Character



Building Blocks Trajectory



Building Blocks
Authenticity



Building Blocks Emotions

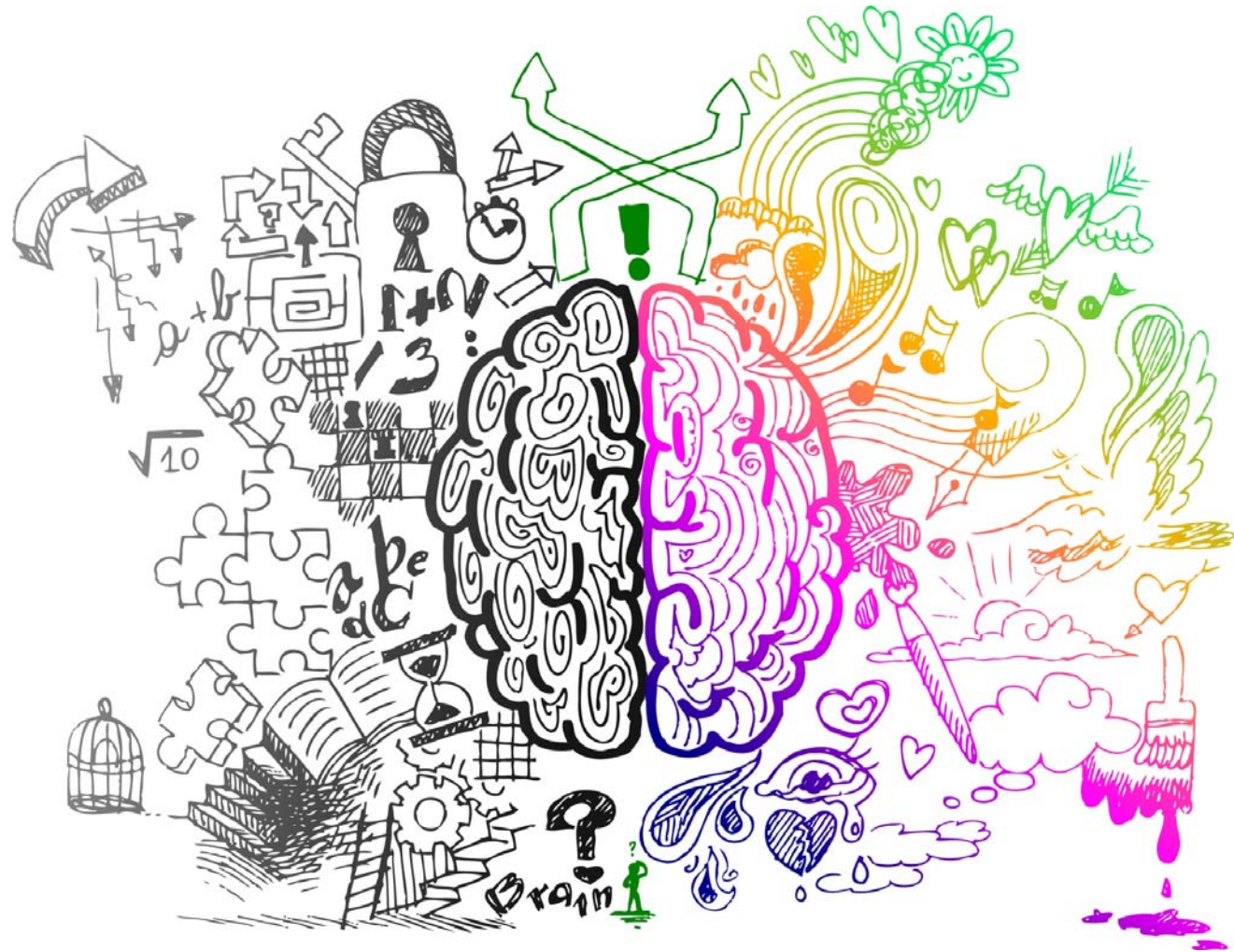


Building Blocks

A Hook



Stories & Data



Activity

Identify an audience

Select a strategy

Layout a one-pager



Title Accomplishments/ Changes/ Impact	A Story <u>Building Blocks</u> An Effective Character Trajectory Authenticity Emotions A Hook
Evidence (data)	

