

## **Beyond Your Mission Statement: Storytelling For Your Organization**

*Description: There is a lot of talk about these days storytelling in marketing, public relations, and fundraising. Stories are compelling because the human brain is wired for hearing and telling them. This session will demonstrate that wiring and identify the three elements of all the stories ever told. By the end, you will have crafted a perfect one-sentence story that not only defines what your organization does but also how it matters. This method moves beyond the mission statement and is a fantastic way to help craft more robust messaging for your volunteers to use when talking about your organization. It'll also give insight into how to expand your one-sentence into longer-form stories for use in your publications and online content.*

*Bio: **Robert Austin, APR**, focuses on helping nonprofits define and explain who they are, what they do, and how it matters. Robert uses solid social science and communication theory methods to build mutually beneficial relationships with all those audiences on which an organization relies to fulfill its mission and goals. He is one of the nearly 5,000 individuals in the country to have earned accreditation in public relations, with his practice focused exclusively on nonprofit organizations. He is an avid world traveler, a backyard beekeeper, and is completely enamored with the Spanish language.*