

Max Kringen is the founder and Chief Storyteller at Tellwell Story Co., a creative studio in Fargo, North Dakota that helps nonprofits, higher education institutions, and mission-driven organizations find their story and tell it well. Over a decade, Max and his team have partnered with hundreds of organizations on documentary impact films, brand strategy, fundraising campaigns, and strategic communications.

He is the author of *Seasons of Story: A Cozy Marketing Guide for Growing Safety, Trust, and Belonging*, a framework that has reshaped how nonprofits think about donor communication. He hosts the Tellwell podcast and writes the Start with Story newsletter, which reaches more than 3,000 subscribers. Max also founded the WellTold Conference, an annual gathering for mission-driven communicators and fundraisers.

His work sits at the intersection of storytelling, fundraising, and trust. His frameworks come from a decade of practice, not theory.