

A woman with dark hair, wearing a dark top and a bright pink turtleneck, is speaking into a silver microphone. Her right hand is raised in a gesture, with fingers spread. The background is dark and out of focus.

Storytelling

Best Practices: Websites

by Andy Goodman



For more than a decade, I've been traveling across North America, speaking to and working closely with good causes that want to become better storytellers. As part of this work, I always visit each organization's website to see if it's being used effectively to tell stories. In most cases the answer is no, but over the years I've discovered enough pleasant surprises that I thought it was time to gather and share them with you here. What follows is by no means a definitive "state-of-the-art" survey, but if your organization is intent on improving its online storytelling, you could do worse than visit the sites included in this humble booklet.



Wheels of Success

WHEELS of SUCCESS

Working Wheels Keep Families Working

I NEED HELP | I WANT TO HELP

- Home
- About Us
- Our Work
- Our Events
- Our Support
- Our Success
- News / Media
- Contact

DONATE NOW

SIGN UP

- EMAIL NEWSLETTER
- VOLUNTEER

Outside of the Tampa Bay Area?
Opportunity CARS

Waiting for Wheels

The following excerpts are taken from pending applications:

A young single mother who was homeless last year and separated from her toddler. She has recently been reunited with her little girl and is enrolled in school full time. Having her own transportation will allow this young woman, who has overcome tremendous obstacles in her life, to finish her degree and obtain steady employment to provide a better future for herself and for her young daughter.

A woman who has been referred to us by Metropolitan Ministries. She has an older car that she loves, but she cannot afford the repairs that it needs to continue running safely. Her beloved "clunker" allows her to continue working at her *three jobs* (one full time and one part time). She is working hard to save enough money to move into her own home and become self-sufficient but fears the expense of car repairs will keep her from attaining her goals.

UPCOMING

SAVE THE DATE

ANNUAL R.A.C.E. LUNCHEON & HUB CAP AWARDS

Friday, May 13, 2011
A La Carte
Events Pavilion

ONGOING SPONSORS

AAA Auto Club South

Why does your organization do what it does? You can offer statistics, but numbers don't tend to generate emotional responses.

That's why I suggest you tell a story that captures "**The Nature of Our Challenge**" – something observed at ground level that clearly illustrates why your work is so necessary.

Wheels of Success does that succinctly on its home page...

(Please note: the name at the top of each page is a live link to that organization's site. Some sites may have been updated since publication of this booklet.)

Wheels of Success

WHEELS of SUCCESS

Working Wheels Keep Families Working

[I NEED HELP](#) [I WANT TO HELP](#)

- :: Home
- :: About Us
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DONATE NOW

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Outside of the Tampa Bay Area?
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AWARDS
Friday, May 13, 2011
A La Carte
Events Pavilion

ONGOING SPONSORS

In fewer than 100 words, the nonprofit paints a picture of a woman whom we can envision and feel empathy for. The story makes “the nature of their challenge” human and compelling.

Global Campaign for Education

The screenshot shows the homepage of the Global Campaign for Education. At the top, there are language options: العربية, English, Español, and Français. The main logo reads "GLOBAL CAMPAIGN FOR EDUCATION" with the website URL "www.campaignforeducation.org". Below the logo are four navigation buttons: "Why Education For All?", "News", "Resources", and "Your Country". To the right is a "Sign up" form with an email input field and the text "You can make a difference!". A central banner features a photo of a young girl writing in a notebook, with a text box stating "69 million children are out of school". Below the banner is a "Home" link. On the right side, there is a "TAKE ACTION" section with social media icons for flickr, YouTube, facebook, and twitter, and a "SHARE" button. At the bottom right, there is a "GCE tweets" section with two tweets from @ManalMo7amad and a link to support teachers.

العربية English Español Français

GLOBAL CAMPAIGN FOR
EDUCATION
www.campaignforeducation.org

Why Education For All? News Resources Your Country

Sign up
email
You can make a difference!

69 million children are out of school

Home

Global Campaign for Education

World Teachers' Day 2011: Teachers for Gender Equality

"Let us remind ourselves on this World Teachers' Day that teachers are a powerful force to address gender injustices around the world, and that gender equality is not simply a women's issue... it is everyone's issue,"
Fred van Leeuwen, General Secretary, Education International

Despite real progress being made in the last 25 years towards achieving gender equality there is a long way to go. For example, in gender parity in primary education significant gaps still exist. The ratio of girls-to-boys in primary school enrolment within sub-Saharan Africa

English Assignments Test
Part 1: Introduction
Part 2: ...
Part 3: ...

RT @ManalMo7amad:
@gloaleducation the one who encouraged me:) I am a teacher now and I love encouraging my students:)
- 5 October 2011, 7:56 am - View >

Today is #worldteachersday! Which teacher made a difference in your life?
#wtd2011 www.Soct.org - 5 October 2011, 7:08 am - View >

Support our teachers - it's World Teachers' Day tomorrow! Visit www.Soct.org to find out how you can

The **Global Campaign for Education** also tells its “Nature of Our Challenge” story on its site, but in a slightly different way....

Global Campaign for Education

GLOBAL CAMPAIGN FOR

EDUCATION

Why

Yes



Sofia in Tanzania

"I am Sofia from Tanzania. I am 13 years old and one of seven in my family.

I would really like to go to school one day and be like the other girls in their school uniforms. I know if I go to school, one day I will be able to help my family as I will get a good job that pays well.

I used to spend my days herding cattle and goats for my father but most of them died because of the drought. Right now my father is very sick and they have taken him to a distant hospital for treatment - I wish I could do something to help him.

These days, I help my mother selling fruits at market as well as doing my chores at home. And, when my mother gets sick, I have to go to the market alone as we need that money to buy food and other necessities."

New Position: **Global Coordinator - Civil Society Education Fund** - [Click here for more details](#)

In this case, a picture and first-person storytelling make it clear why the organization's work is important and urgently required.

Cradles to Crayons

Does everyone who works for your group know how it got started?

In many cases, this history is a very personal story of a single founder or a highly motivated group of people. And in that moment of creation, there is often a spirit that continues to inform the work of the organization today.

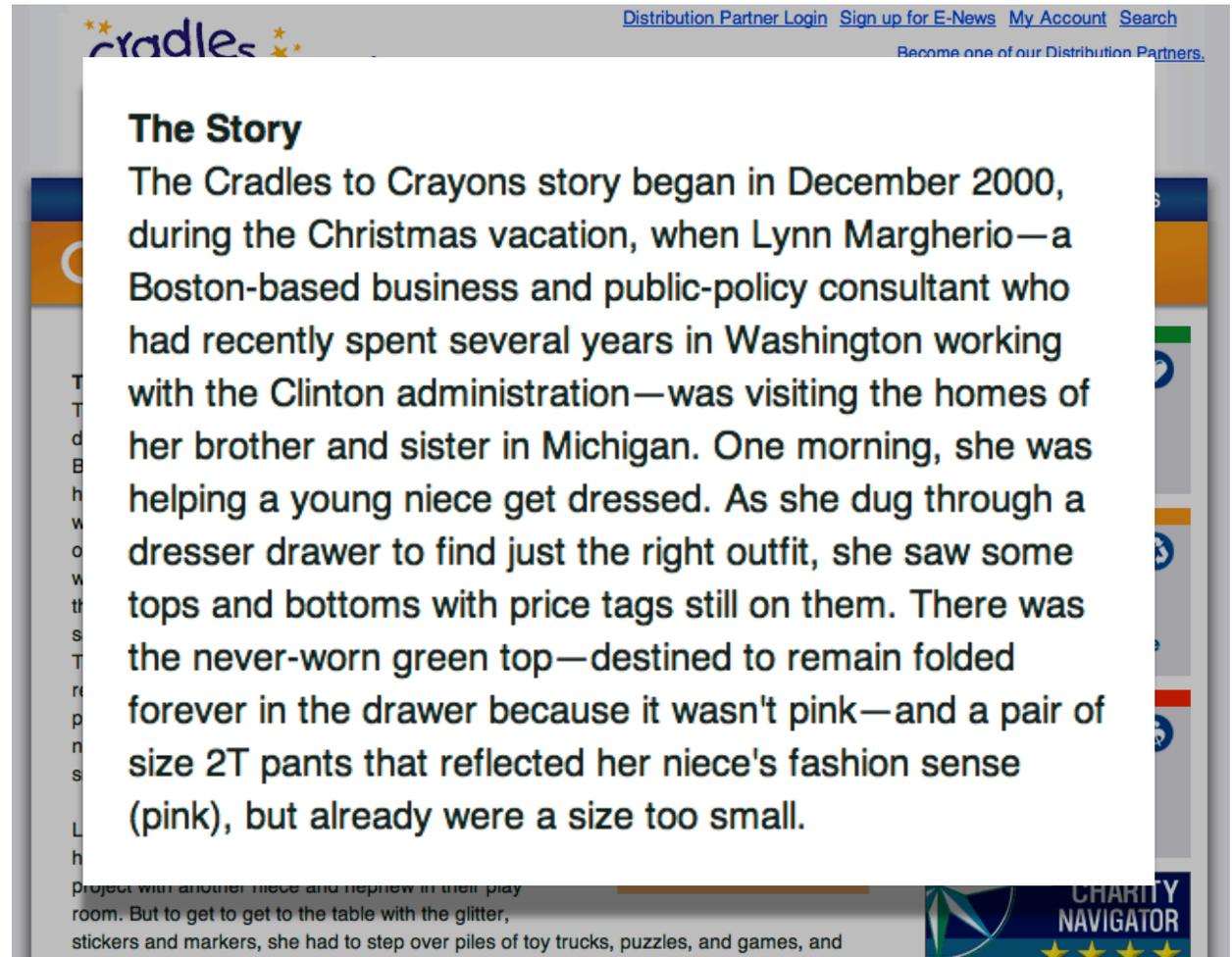
The “**How We Started**” story of **Cradles to Crayons** is a good example of an intensely personal story that everyone connected with that nonprofit should know...

The screenshot shows the website for Cradles to Crayons Boston. At the top left is the logo with the text "Cradles to Crayons" in a colorful, playful font, with "The Giving Factory" underneath. To the right of the logo is the word "Boston" in a dark blue font. In the top right corner, there are links for "Distribution Partner Login", "Sign up for E-News", "My Account", and "Search", along with a link to "Become one of our Distribution Partners". Below the logo and navigation links is a dark blue navigation bar with white text for "ABOUT US", "DONATE", "ONLINE COMMUNITY", "NEWSROOM", "FAQ", and "CONTACT US". The main heading "Our History" is displayed in a large, white, sans-serif font on an orange background. The content area is divided into three columns. The left column features the heading "The Story" followed by a paragraph of text describing the organization's founding in December 2000. The middle column is a vertical list of links: "Our Mission", "Our History", "The Kids We Serve", "Our Leadership", "The Cradles to Crayons Team", "National Board of Directors", "Awards & Recognition", "Corporate & Foundation Donors, 2009 - 2010", "In-Kind Donors", "Individual and Family Donors, 2009-2010", and "Jobs & Internships". The right column contains three sections: "Volunteer" with a heart icon and links to "The Giving Factory", "Host a drive", and "The Giving Corps"; "Donate Goods" with a recycling icon and links to "Items we accept", "Drop-off locations", and "Share your milestone"; and "Donate funds" with a hand icon and links to "Contribute online", "Host a fundraiser", and "Sponsor an event". At the bottom right, there is a "CHARITY NAVIGATOR" logo with a star rating of four stars.

Cradles to Crayons

This true-life experience recounted on the organization's website led to an a-ha moment for Lynn Margherio, founder of Cradles to Crayons: "What if all of these like-new or never-used children's things could find their way into the homes of other boys and girls—kids who really needed them?"

It's a simple but powerful story, and everyone who works at Cradles to Crayons knows it. Can the same be said of *your* "How We Started" story?



The screenshot shows the Cradles to Crayons website interface. At the top, there are navigation links: "Distribution Partner Login", "Sign up for E-News", "My Account", and "Search". Below these is a link that says "Become one of our Distribution Partners." The main content area features a white box with the heading "The Story" in bold. The text below the heading describes the organization's origin story, starting in December 2000. The text is partially obscured by a vertical sidebar on the left with some letters (T, T, d, B, h, w, o, w, th, s, T, r, p, n, s, L, h) and a vertical bar with a 'C' logo. At the bottom of the screenshot, there is a "CHARITY NAVIGATOR" logo with five stars and a small text snippet: "Project with another niece and nephew in their play room. But to get to get to the table with the glitter, stickers and markers, she had to step over piles of toy trucks, puzzles, and games, and".

The Story

The Cradles to Crayons story began in December 2000, during the Christmas vacation, when Lynn Margherio—a Boston-based business and public-policy consultant who had recently spent several years in Washington working with the Clinton administration—was visiting the homes of her brother and sister in Michigan. One morning, she was helping a young niece get dressed. As she dug through a dresser drawer to find just the right outfit, she saw some tops and bottoms with price tags still on them. There was the never-worn green top—destined to remain folded forever in the drawer because it wasn't pink—and a pair of size 2T pants that reflected her niece's fashion sense (pink), but already were a size too small.

Project with another niece and nephew in their play room. But to get to get to the table with the glitter, stickers and markers, she had to step over piles of toy trucks, puzzles, and games, and

CHARITY NAVIGATOR

Big Brothers Big Sisters of Pinellas County

The screenshot shows the homepage of the Big Brothers Big Sisters of Pinellas County. At the top left is the organization's logo, featuring two stylized figures holding hands. To the right of the logo is the text "Big Brothers Big Sisters of Pinellas County". Further right is a navigation menu with links for "DONATE", "VOLUNTEER", "ENROLL A CHILD", "EVENTS", "PROGRAMS", "ABOUT", and "PARTNERS". A search bar with the text "BBBS Search" and a "Search" button is located in the top right corner. Below the navigation is a large banner image of a young girl with long dark hair, wearing a patterned shirt, sitting at a table and looking towards the right. Overlaid on the left side of the banner is a blue box with the text "Donate your money or time to help a child reach his or her potential. It might be the start of something big." and "Start Something™" with a yellow arrow pointing right. Below the banner is a "Real Life Stories" section with a blue header and a right-pointing arrow. Underneath this are three columns of content: "Stay in the Know" with a "NEWS" icon and a "Submit" button; "Our Mentoring Works" with a graduation cap icon and a "Read on >" link; and "Start Something Today" with a "DONATE" button. At the bottom left, there is a section titled "Look what you've started" with social media icons for Facebook, Twitter, YouTube, and Email. At the bottom right, there is a "Latest videos" section with a video thumbnail titled "Big Brothers Big Sisters - Start S..".

Most organizations will share success stories on their sites, but I encourage them to go a step further:

Tell “**Emblematic Success**” stories – examples that not only prove you make a difference, but also illustrate the unique approach you bring to your issue.

Big Brothers Big Sisters of Pinellas County does this very effectively on its site, showcasing “Real Life Stories” on its home page.

Big Brothers Big Sisters of Pinellas County

Changing lives—one story at a time



The impact a Big Brothers Big Sisters relationship can have is real. We hope these Little stories inspire you to start something by becoming a donor, volunteer or enrolling a child.



[A Journey to Success](#)

Thanks to Tod, Andrew is overcoming personal challenges.



[Supporting Big Dreams](#)

With the help of Rich, Dontae now believes he can achieve his dreams.



[The Little Dude](#)

Jamal learns his academic potential from his Big Brother.



[Three's Company](#)

As a Big Couple Jason and Jill develop a model relationship with Kaden.



[When Parallel Lines Intersect](#)

Anita & Viktoria develop a bond without borders.



[A Special Poem for a Special Friend](#)

Keibron doesn't have a relationship with his father, but found a role model in Eric.



[An Amazing First Year](#)

Zoe and Lorna share a good laugh, and an important friendship



[Big Reasons to Smile](#)

Jayson gains confidence from his Big and his new smile.

Follow that link, and you'll arrive at an index of "Little Stories" (so named since BBBS refers to the children it serves as "Littles").

Each of the titles in blue links to another page with a complete story. Most are fairly short – less than a few hundred words – but there is enough in each to make you feel something for the kids, the "Bigs" who work with them, and the unique approach of the organization itself.

Easter Seals Florida

Easter Seals is another organization where storytelling is ingrained in everything they do.

This is readily apparent on the home page of each chapter's website, where an Emblematic Success story (in this case, "Brendan's Story") is prominently featured.

The screenshot shows the Easter Seals Florida website. At the top, there is a navigation bar with links for Home, Donate Now, Contact Us, Login, and Register. A text size selector and a search box are also present. The main header features the Easter Seals Disability Services logo and the text: "Easter Seals Florida. Easter Seals provides exceptional services to ensure that all people with disabilities or special needs and their families have equal opportunities to live, learn, work and play in their communities." A photo of a smiling child in a pool is shown in the top right.

On the left side, there is a menu with the following items: Services, Donate, Raise Funds, About Us, Advocate, Job Opportunities, Resources, Partners and Friends, Events, Volunteering, and Locations.

The central content area features a "What's New" section with an RSS icon. The featured story is titled "April is Autism Awareness Month" and includes a photo of a young boy, Brendan. The text reads: "Meet Brendan, who has thrived at the Murray Child Development Center in Tampa. Learn about how Easter Seals has made a positive impact on his life." Below the photo is a link: "Read Brendan's story here."

Below the "What's New" section, there is a "CERTIFIED Nonprofits First" logo and text: "Easter Seals Florida, Inc. is certified by Nonprofits First® for sound nonprofit management." To the right of this is the "act for autism" logo.

At the bottom, there is a link: "A.C. Moore promotes Act for Autism in Gulf Coast".

On the right side, there is a "Donate Now!" button, a "STAY CONNECTED TO EASTER SEALS" section with an email sign-up form, and a "FIND EASTER SEALS NEAR YOU" section with a ZIP code search form. At the bottom right, there is a "2011 Marks the 50th Anniversary of Easter Seals Camp Challenge" banner and a link: "2011 Marks the 50th Anniversary of Easter Seals Camp Challenge. Join us in..."

The Duke Endowment

The Duke Endowment, a foundation based in North Carolina, is one among a growing number of grant-makers that effectively use storytelling on their sites.

While the story featured on this page is about an “evidence-based intervention,” note on the next page how the writer uses a simple narrative to pull you in...

The screenshot shows the website's header with the logo and tagline "Enriching lives in North Carolina and South Carolina since 1924". A search bar is in the top right. A navigation menu includes "About Us", "Program Areas", "Issues", "Grants", "Evaluation", and "News". A breadcrumb trail reads: "Home > Issues > Vulnerable Children > Focusing on Evidence-Based Interventions for Children > Strategy > Evidence-Based Interventions - Emily Grant Spotlight".

The main content area is titled "Evidence-Based Interventions" and features a large image of a young girl looking out a window. Below the image are four tabs: "Overview", "Strategy", "What We're Learning", and "Resources".

The featured article is titled "Emily's Experience". The text reads: "Emily flopped down in the familiar chair in 'Miss Kim's' office. She had been coming to the Center for several months and she felt comfortable here now. But today Miss Kim had on her serious face. 'Emily, I need to talk to you about something important today. You know how the last day of school is coming up soon and after that you won't go to school anymore this year,' Miss Kim began reluctantly. Kim realized how much she looked forward to her sessions with this resilient little 8-year-old."

On the right side, there are three boxes: "Successful Interventions" (Trustee Minor Shaw discusses The Duke Endowment's commitment to evidence-based intervention programs), "Training for therapists" (Therapist Lori Hawkins uses trauma-focused cognitive behavioral therapy to help children heal), and "Related Work" (links to Vulnerable Children, Families, Prevention, and Academic Achievement).

At the bottom right is a "Search our grants" section with a dropdown menu for "Search by issue:", a text input for "keyword", and a "GO" button. Below it are links for "Map our grants" and "Advanced search".

The Duke Endowment

Emily's Experience

Emily flopped down in the familiar chair in "Miss Kim's" office. She had been coming to the Center for several months and she felt comfortable here now.

But today Miss Kim had on her serious face.

"Emily, I need to talk to you about something important today. You know how the last day of school is coming up soon and after that you won't go to school anymore this year," Miss Kim began reluctantly. Kim realized how much she looked forward to her sessions with this resilient little 8-year-old.

"Uh huh," replied Emily.

"Well, OK, coming here is sort of like that. You come here for a while and then you don't come any more. So let's talk about why you won't be coming here any more."

"I already know why."

"Oh — OK, tell me about that."

"Because I've been coming to talk to you for a long time and we talked about lots of different things and now the scary secrets aren't so scary anymore, so I don't have to come here anymore."

Out of the mouths of babes...

Ultimately, this is a story about "Trauma-Focused Cognitive Behavioral Therapy" – which can sound like daunting territory – but by beginning with such an intimate scene, the piece eases the reader into more complex material.

Oberlin College and Conservatory

For colleges and universities, Emblematic Success stories often take the form of student profiles.

Proudly proclaiming, “We Are Oberlin,” the college regularly features these stories on the home page so site visitors can easily find examples of what **Oberlin** means to current students and alumni as well...

The screenshot shows the Oberlin College and Conservatory website. At the top is a dark navigation bar with the Oberlin logo and links for Students/Faculty/Staff, Parents, Alumni, News at Oberlin, Jobs at Oberlin, Giving to Oberlin, A-Z Sitemap, Directory, and Visiting Oberlin. Below this is a row of four colored buttons: College of Arts & Sciences (green), Conservatory of Music (orange), Student Life (purple), and Events & Calendars (blue). To the right are two 'Apply to' buttons for the College of Arts & Sciences and the Conservatory of Music, with a 'Learn About Our Double Degree Program' link. The main content area features a grid of images on the left and a large red story card on the right. The story card is titled 'we are OBERLIN these are our stories' and features a profile for Carl McDaniel '64, with a quote about his climate-neutral home. Below the grid are three sections: 'Oberlin on Twitter' with a tweet about Josh Ritter and Jenny Gersten, 'Save the Date' with dates for Reunion Weekend, Middlebury-Monterey Language Academy, and Fall Orientation, and 'Special Notices' with a notice about trustees challenging the community to give. At the bottom right is a 'Oberlin Blogs' section.

OBERLIN
COLLEGE & CONSERVATORY

Students/Faculty/Staff
Parents
Alumni

News at Oberlin
Jobs at Oberlin
Giving to Oberlin

A-Z Sitemap
Directory
Visiting Oberlin

Search

COLLEGE OF ARTS & SCIENCES

CONSERVATORY OF MUSIC

STUDENT LIFE

EVENTS & CALENDARS

APPLY TO COLLEGE OF ARTS & SCIENCES

APPLY TO CONSERVATORY OF MUSIC

LEARN ABOUT OUR DOUBLE DEGREE PROGRAM

we are OBERLIN
these are our stories

Carl McDaniel '64

On his climate-neutral home in Oberlin: "For almost three decades we imagined building a passive solar house ... After a very intense two years, we moved into Trail Magic, our home among kindred spirits dedicated to creating a more durable future."

[FULL STORY](#)

Photo: Don Watson

OBERLIN ON TWITTER

Great NY Times feature on singer-songwriter Josh Ritter '99: [👉](#)

Jenny Gersten '91 named artistic director of Williamstown Theatre Festival; first woman to be appointed to role: [👉](#)

SAVE THE DATE

Reunion Weekend – May 28-31
Middlebury-Monterey Language Academy – June 27 to July 24
Fall Orientation – Aug. 31 to Sept. 6

SPECIAL NOTICES

Trustees challenge Oberlin community to give.

OBERLIN BLOGS

Oberlin College and Conservatory

If you click on the home page link, you'll find a story like this one about a non-traditional student who graduated in 2008.

In my travels, I've seen dozens of colleges that have collected stories and displayed them on their websites, but one of the most interesting examples I've encountered comes from Spelman College...

OBERLIN COLLEGE & CONSERVATORY	Students/Faculty/Staff Parents Alumni	News at Oberlin Jobs at Oberlin Giving to Oberlin	A-Z Site Map Directory Visitor Information	
ARTS & SCIENCES	CONSERVATORY OF MUSIC	STUDENT LIFE	EVENTS & CALENDARS	APPLY TO OBERLIN

We are Oberlin. These are our stories.

Home

More Stories:

- Art & Humanities (9)
- Athletics (16)
- Education (8)
- Entrepreneurship (4)
- Environment & Sustainability (5)
- Exco (1)
- Global / International (16)
- Interdisciplinary (5)
- Music / Conservatory (12)
- Natural Sciences (7)
- Social Justice / Activism (17)
- Social Sciences (8)

Chase Palmer '08

On opportunity: "I spent many years grappling with what type of profession I wanted to pursue in my life. I considered medicine, legal work, and many other paths. But one thing always remained the same: my passion for helping others reach their full potential."

I was not the traditional Oberlin College student. I was married when I arrived and by the time I graduated I had two little boys. I played two sports, had several jobs, and was involved in a variety of community projects. All of this while trying to be the best student that I could be. Although Oberlin challenged me in a myriad ways, I am constantly reminded of the value and memories during my time in Northeast Ohio.



Recently I have embarked on a few different professional adventures. I have applied and been accepted to a few different graduate schools, started a couple of businesses, and am constantly trying to be proactive and innovative. Much of my success (and potential for success) I owe to the Oberlin slogan: "Think one person can change the world? So do we." Before I got to Oberlin I really did not grasp the truth of that statement. However, after graduating, I have seen the opportunities become endless.

This is *not* the home page for Spelman, an historically Black college for women. If you visit the school's home page, you'll find a link to "The Campaign for Spelman College," and that will bring you here.

Now you're in the place where the school will ask you for a donation. There's nothing extraordinary about that – just about every school has its hand out *somewhere* on its site.

But this is where Spelman does something interesting with stories...

Spelman College
A Choice to Change the World

Home | Campaign Priorities | Make a Gift | Meet Our Sisters | Meet Our Donors

Change Means Strength.

The Campaign for Spelman College

Change: Why It Matters

An education to change the world
Overview >

Change means setting GOALS
Campaign priorities detail >

Change means innovation
Special initiatives >

Means: What It Achieves

Benefactors to change the world
Overview >

Change means commitment
Ways to give >

Change means generosity
Giving opportunities >

Action: How It Works

A community to change the world
Overview >

Meet our sisters
They're speaking with pride and courage >

Campaign Video

Spend five minutes with women whose stories will inspire you >

Campaign Events

Plan to experience the Spelman spirit firsthand >

Get Involved

Consider the many ways you can support our Campaign >

Spelman College 350 Spelman Lane S.W. Atlanta, GA 30314-4399 | (866) 512-1690 | Contact Us | Privacy Policy | Copyright 2010

They tell their student success stories as close to “the ask” as possible.

Just as importantly, they tell their stories in short videos that are beautifully composed, tightly edited, and build to dramatic conclusions. (At the site, click on “Meet Our Sisters” to see the video about Jasmine and Jonecia and the robot soccer contest.)

Good stories make you *feel* something, and I have to believe that’s a prerequisite to clicking the “Donate Now” button on any website.

The screenshot displays the Spelman College website for the 'Change Means Action' campaign. At the top left is the Spelman College logo with the tagline 'A Choice to Change the World'. To the right is a navigation menu with links for Home, Campaign Priorities, Make a Gift, Meet Our Sisters, and Meet Our Donors. Below the navigation is a large banner featuring the text 'Change Means Action. The Campaign for Spelman College' and a 'Meet Our Sisters' section. The 'Meet Our Sisters' section includes a description: 'Breaking through barriers of poverty and prejudice, these Spelman students are changing their own lives and the lives of others. Their stories will inspire you to bring a Spelman education within reach of more young women.' and a prompt to 'Select an image at the right to begin'. To the right of the text are three portrait photos of young women. Below the banner is a grid of campaign priorities, each with a small portrait and a title: 'An education to change the world', 'Generators to change the world', and 'A community to change the world'. To the right of this grid are two more sections: 'Campaign Events' and 'Get Involved', each with a small portrait and a title. At the bottom of the page is a footer with contact information: 'Spelman College 350 Spelman Lane S.W. Atlanta, GA 30314-4399 | (866) 512-1690 | Contact Us | Privacy Policy | Copyright 2010'.

Crossroads Charlotte

When it comes to talking about the future, most good causes won't hesitate to offer numerical projections.

“We will serve *this many* more people. We will raise *this much* more money.” And that's fine where quantifying your goals are concerned. But numbers do not create a vision that others will aspire to.

For that, you need a “**Where We Are Going**” story. When the city of Charlotte, North Carolina wanted to envision a better future and formulate a plan to get there, the city leaders gathered together and composed four possible stories about the city's future. **Crossroads Charlotte** is their continuing effort to address the question: which of these stories do we *want* to be our future, and what must we do now to make it happen?

The screenshot shows the homepage of Crossroads Charlotte. At the top, there is a navigation bar with links for Home, About Us, Groups, Events, and Bulletins, along with a search bar and options to Login, Join Today, and Join Newsletter. The main header features the organization's name, "CROSSROADS X CHARLOTTE". Below this, there are two prominent red banners: "IMAGINE OUR TOMORROW" featuring a young girl writing, and "ACT TODAY" featuring a man in a suit. The "IMAGINE" banner includes the text: "Crossroads Charlotte presents four plausible stories about Charlotte's future to help you. Imagine Our Tomorrow". The "ACT" banner includes: "Crossroads Charlotte offers many ways you can Act Today to create access, inclusion and equity in Charlotte-Mecklenburg." Below the banners are three sections: "UPCOMING EVENTS" with a "View All" button, "RECENT BULLETINS" with a "View All" button, and "RECENT ACTS" with a "Post an Act" button. Each section contains a list of items with dates and brief descriptions.

Section	Item	Date	Description
UPCOMING EVENTS	Cantonese Cuisine	NOV 01	"Most people are familiar with Chinese restaurants, but how many of us can say we've dined off the 'secret' menu? 88 China Bistro comes all of the Chinese dishes we've come..."
	Next Fall	OCT 28	"A witty & provocative and downs of an un..."
RECENT BULLETINS	Sep 15th, 2011: Amanda Pagliarini posted Finding Worth in Art	Sep 15, 2011	"When Shawn Smith's painting was purchased at the ArtWorks 945 Annual Art Show and Auction Sept. 10, he appeared both elated and numbled. 'I've never..."
	Sep 14th, 2011: C	Sep 14, 2011	"Some stories worth Washington Post, wr..."
RECENT ACTS	miketuskan joined the group Home Cotton Candy Machines		"Home Cotton Candy Machines TheLASHop.com, we are a direct importer and vendor of..."
	William Lowry Jo		"We are committed to awareness in the Ca..."

David Suzuki Foundation

The screenshot shows the David Suzuki Foundation website. At the top left is the logo with the tagline "SOLUTIONS ARE IN OUR NATURE" and a photo of David Suzuki. Navigation links include "ABOUT US", "ISSUES", "WHAT YOU CAN DO", "BLOGS", "DAVID", and "DONATE". A search bar and utility links for "Contact", "Get our newsletter", and "Français" are in the top right. A teal banner below the navigation asks visitors to sign up for a newsletter. The main content area features three articles: "Get the goods on growing green energy in Ontario", "Tell the Prime Minister to protect the Pacific Ocean", and "Sign the Declaration of Interdependence". Each article includes a brief description and a "More »" link. Below the articles are three sections: "NEWS RELEASES" with a link to "More Fraser sockeye populations in trouble than previously thought", "LATEST BLOG" with a link to "Climate change: We have a choice", and "WHAT'S NEW" featuring a "Queen of Green" logo and the slogan "green living made easy".

Once your organization decides to tell stories, gathering them can be a challenge.

More and more, good causes are using their websites to reach out to the people they serve to ask them to share their stories.

There are many ways to do this. The **David Suzuki Foundation** leverages the appeal of its charismatic founder...

David Suzuki Foundation

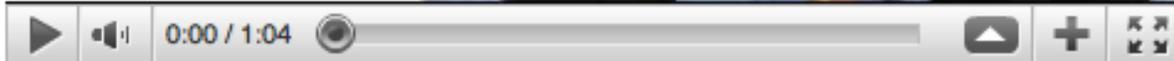
David Suzuki wants your story

Cause An Effect: David Suzuki



David Suzuki

YouTube



...who speaks directly to site visitors through a video that runs just over a minute, contains some excellent animation, and explicitly asks them to share stories of what inspired them to care for the environment.

Some of the responses (in video) are posted on the same page as evidence that David's appeal is being heard.

Colorado Health Story

COLORADO HealthStory

The Stories | Featured | By Topic | By Location | By Keyword | Cuentos en Español

Join the Conversation

- CHS on Facebook
- CHS on Twitter
- CHS on Vimeo

» Sign Up to Tell Your Story

- » How It Works
- » Attend a Forum
- » Events Calendar

Search

To search, type and hit enter

Get Involved

» Read the Blog

My name is Mariana Ledezma and this is my...

Mariana from Aurora, CO tells her HealthStory from Colorado HealthStory on YouTube.

Recommend Tweet +1 Email/Bookmark

(The opening video on this site combines a presentation created in Prezi with an audio track featuring the storyteller's voice – a low-cost alternative to video that is worth considering.)

Colorado Health Story is the collective effort of several foundations and nonprofits across the state to collect 250 digital stories over the next 3 years.

The organizations that have united behind this effort are all intent on helping Coloradans get the health care they need when they need it.

This project brings that lofty goal down to ground level where real people can talk about actual experiences seeking help – sometimes finding it, and sometimes not.

Utah Department of Health

UTAH.GOV SERVICES | AGENCIES Search all of Utah.gov »

UTAH DEPARTMENT OF HEALTH News | A to Z List | Health & Safety | Health Services | Data & Stats | Online Services

Story Bank

UTAH DEPARTMENT OF HEALTH

Share your Stories with us

Font size: A A A

Utah Health Story Bank

Do you remember when you decided to start an exercise program, and faced going to a gym for the first time? Or the time your Uncle Jim was diagnosed with diabetes and had to give up his favorite doughnuts? Perhaps you've experienced cancer and survived? We want to hear your stories.

The Utah Health Story Bank is a collection of health-related stories from Utahns who wish to share their experiences with others. We want to use these stories to help put a face on today's health issues. By sharing your story, you can increase awareness of these issues, and encourage others to be healthier. Learn more about how stories are collected and used in the [About the Story Bank](#) page or [Sign Up Now](#) to submit your health story.

Top stories
A skin cancer story...
Lauren Elizabeth Mulkey...
Just a Little Bit Overweight...

Menu

- Home
- About the Story Bank
- How to submit your story
- Login
- Sign Up Now
- Contact us

Sample Stories

- Arianna - My family history
- Bernice - A Stroke changed my life
- Eugene - A Family's Mystery
- Jane - Taking control of my health
- Jenny - The baby blues
- Kristina - Family history of Asthma

If you get into the habit of collecting stories, you'll soon face another challenge: storing and organizing them in a place where others can easily find them.

Storybanking is an art in itself, and there are many good examples to learn from on the web. Among colleges and universities, one of the best examples I've seen can be found on...

University of British Columbia

The screenshot shows the University of British Columbia website. At the top is a dark blue header with the UBC logo, the tagline "a place of mind", and the text "THE UNIVERSITY OF BRITISH COLUMBIA". Below the header is a navigation menu with links for HOME, ADMISSIONS, ABOUT, STRATEGIC INITIATIVES, RESEARCH, ACADEMIC PROGRAMS, ATHLETICS, LIBRARY, PRESIDENT, and SUPPORTING UBC. The main content area features a large image of a neuroscientist in a lab coat using a pipette. Below the image is a news article titled "Neuroscientist honoured by China's premier" with a "Read More" button. To the right of the image is a "Featured" section with three news items: "UBC Media Release | Oct. 6", "Apple Festival | Oct. 15", and "UBC Media Release | Sep. 28". Below the news items is a pink banner with the text "SUPPORT THINKING THAT CAN CHANGE THE WORLD" and "CONNECT. ENGAGE. DONATE." and a "START AN EVOLUTION" button. At the bottom of the page, there are two tabs: "Vancouver Campus" and "Okanagan Campus". Under "Vancouver Campus" is a text block describing the campus and a "Take a Virtual Tour of the Vancouver Campus" button with a play icon. To the right of the text block are two columns: "PROSPECTIVE STUDENTS" with links for Undergraduate, Graduate (Master's, Doctoral), and International; and "CURRENT STUDENTS" with links for Undergraduate, Graduate (Master's, Doctoral), and International.

UBC
a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

HOME | ADMISSIONS | ABOUT | STRATEGIC INITIATIVES | RESEARCH | ACADEMIC PROGRAMS | ATHLETICS | LIBRARY | PRESIDENT | SUPPORTING UBC

Featured News Events Popular Sites

UBC Media Release | Oct. 6
UBC ranks 22nd among world universities, jumping eight spots.

Apple Festival | Oct. 15
A family event for all ages, the UBC Apple Festival celebrates one of British Columbia's favourite fruits.

UBC Media Release | Sep. 28
start an evolution: UBC launches Canada's largest fundraising and alumni engagement campaign.

UBC Media Release | Sep. 21
UBC's Okanagan campus launches \$100 million fundraising campaign.

SUPPORT THINKING THAT CAN CHANGE THE WORLD
CONNECT. ENGAGE. DONATE. [START AN EVOLUTION](#)

Vancouver Campus Okanagan Campus

The largest campus is 30 minutes from the heart of downtown Vancouver, a spectacular campus that is a 'must-see' for any visitor to the city -- where snow-capped mountains meet ocean, and breathtaking vistas greet you around every corner.

Take a Virtual Tour of the Vancouver Campus

PROSPECTIVE STUDENTS

- » [Undergraduate](#)
- » [Graduate \(Master's, Doctoral\)](#)
- » [International](#)

CURRENT STUDENTS

- » [Undergraduate](#)
- » [Graduate \(Master's, Doctoral\)](#)
- » [International](#)

...the website of the **University of British Columbia.**

Many colleges will assert that they work to support their students, bring a unique approach to teaching, conduct world-class research, and engage the community around them.

UBC backs up these assertions with stories...

University of British Columbia

STORYBANK

Themes:



Supporting Students

- [UBC Alumni Revitalize Scholarship Fund](#)
- [Scholarship allows student to contribute more](#)
- [Endowment for the study of human relationships](#)
- [Supporting lifelong learners](#)

[More "Supporting Students" stories...](#)



Teaching and Learning

- [Mining Engineering outreach to rural BC communities](#)
- [Opening worlds for the Sauder School of Business](#)
- [International reporting course first of its kind in Canada](#)

[More "Teaching and Learning" stories...](#)



Research

- [Researching neglected global diseases](#)
- [Alzheimer's Disease and epilepsy research](#)
- [Sustaining marine ecosystems](#)

[More "Research" stories...](#)



Community Well-Being and Outreach

- [Mining Engineering outreach to rural BC communities](#)
- [Isolated seniors project at UBC Okanagan](#)
- [First Nations legal clinic serves clients in downtown eastside](#)

[More "Community Well-Being" stories...](#)

The UBC Storybank organizes stories into four categories that match major points the university makes about itself.

Want to know how UBC works to support its students? Choose a story. Curious about the university's relationship with its surrounding community? Choose another story.

Mission statements and lists of core values are fine things to have, but when you can tell stories about *stuff that actually happened*, now you're giving site visitors something to remember.

Families USA

The screenshot shows the Families USA website homepage. At the top left is the logo with the text "Families USA The Voice for Health Care Consumers". To the right are social media icons for Facebook, YouTube, and Twitter, and a search bar. A navigation menu includes: Home, Tell Us Your Story, Sign Up, About Us, Action Center, Annual Conference, Donate, and Contact Us. The main content area features a "Welcome to Families USA!" message, a photo of a congressional hearing, and a news article titled "The Latest from Families USA" with a sub-headline "Medicaid's Impact in the States: Helping People with Serious Health Care Needs". The right sidebar contains several promotional boxes: "Join the Health Action Network" with an email sign-up form, "State HEALTH BEAT", "En español Cuéntanos tu historia", a "twitter" petition box, "Talk Radio" with the slogan "Let your voice be heard!", and "Read Our Blog STAND UP FOR HEALTH CARE". A "Save the Date" box for "Health Action 2012" is also visible.

Families USA is a nonprofit organization working to provide Americans with high quality, affordable health care.

I first learned about their storybank in 2002 and have been following their progress ever since. The organization employs a full-time “storybank associate” to oversee this resource, and has published a guide to help others create their own bank...

Families USA

Tell Us Your Story
The Families USA Consumer Story Bank

En español
Cuéntanos tu historia

Are you one of the millions who will benefit from reform? Are you a young adult who can now stay on parental coverage? Have you had problems with lifetime caps in the past – now outlawed under health reform? Do you or a child have a pre-existing condition? Your personal story can help us demonstrate the human benefits of health care reform.

We've been collecting personal health care stories for years, illustrating the human need for health reform. Now that we've crossed the finish line, it's time to educate the public about health reform and how it will affect them. The best way to do that is to tell your story, giving a real example of the status quo and the positive impact of change.

Here are a few examples of the kinds of stories we're collecting:

- Young adults who can now stay on their parents' insurance.
- Consumers who once worried about lifetime caps.
- Consumers who have pre-existing conditions or a child with pre-existing conditions.
- Small business owners.
- Insured consumers with high out-of-pocket costs or premiums.
- Seniors who fall into the Medicare doughnut hole.

If you think any of the above describe you, or if you think you'll be helped by reform in another way, your story can go a long way in educating the public about reform. After we talk with you, you may have the opportunity to interview with a reporter, speak to or in front of elected officials, or share your story at an event.

One story can make a difference...

To learn more about our story bank, or if you would like to distribute hard copies of our Tell Us Your Story form to local consumers, advocates, and health care professionals, please download this [story bank brochure](#). We appreciate your support in helping us collect these valuable personal health care stories.

Save the Date
Health Action 2012
Jan. 19-21, 2012

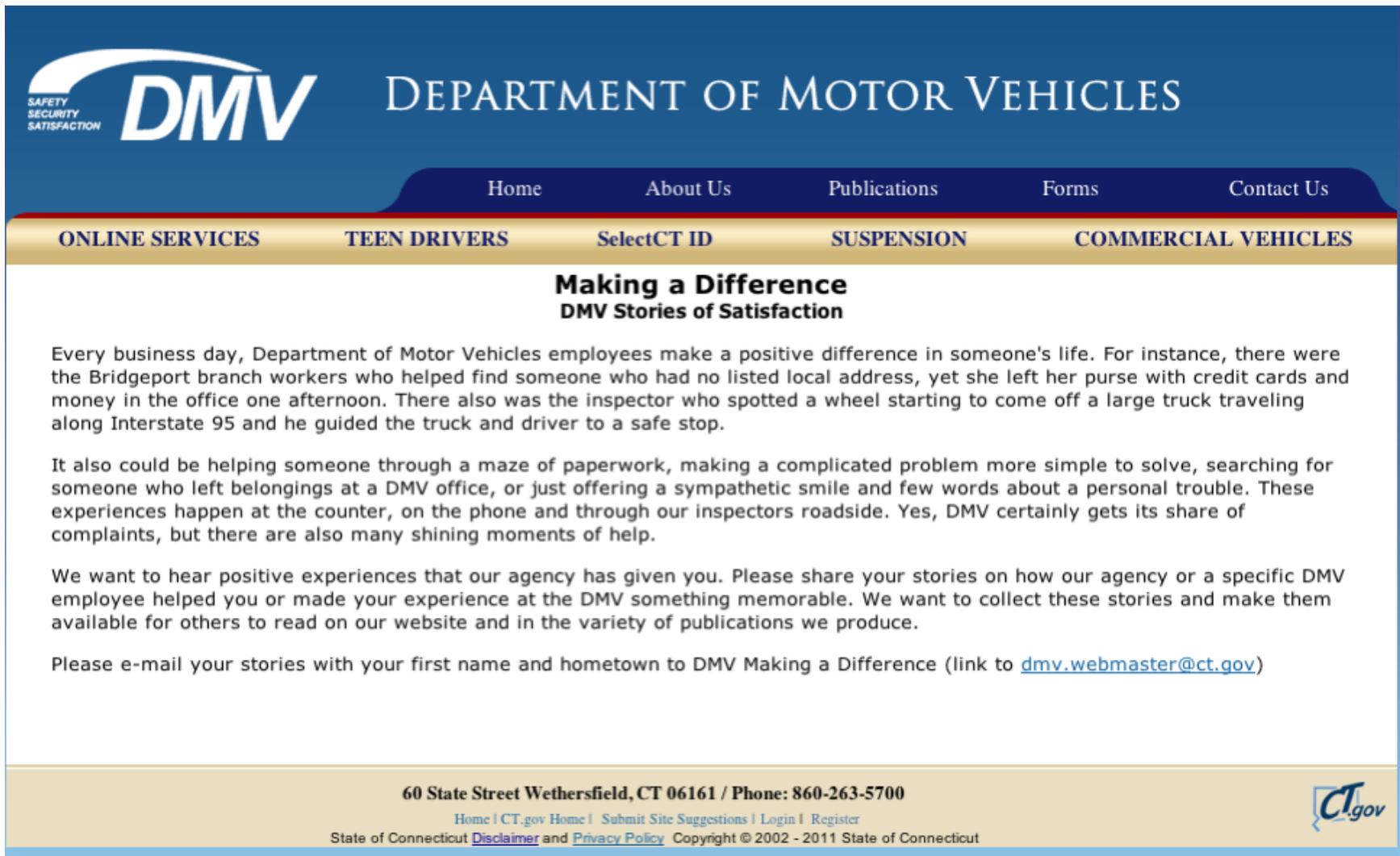
STAND UP FOR HEALTH CARE

If you are thinking about building a storybank, I strongly encourage you to visit this page and download the free PDFs available.

(The advice is applicable to any good cause, so even if you're not working in the health care arena, it's still worth the time.)

Building a storybank doesn't have to be costly or time-consuming. Trust me on this...

Connecticut Department of Motor Vehicles



DMV SAFETY SECURITY SATISFACTION

DEPARTMENT OF MOTOR VEHICLES

Home About Us Publications Forms Contact Us

ONLINE SERVICES TEEN DRIVERS SelectCT ID SUSPENSION COMMERCIAL VEHICLES

Making a Difference DMV Stories of Satisfaction

Every business day, Department of Motor Vehicles employees make a positive difference in someone's life. For instance, there were the Bridgeport branch workers who helped find someone who had no listed local address, yet she left her purse with credit cards and money in the office one afternoon. There also was the inspector who spotted a wheel starting to come off a large truck traveling along Interstate 95 and he guided the truck and driver to a safe stop.

It also could be helping someone through a maze of paperwork, making a complicated problem more simple to solve, searching for someone who left belongings at a DMV office, or just offering a sympathetic smile and few words about a personal trouble. These experiences happen at the counter, on the phone and through our inspectors roadside. Yes, DMV certainly gets its share of complaints, but there are also many shining moments of help.

We want to hear positive experiences that our agency has given you. Please share your stories on how our agency or a specific DMV employee helped you or made your experience at the DMV something memorable. We want to collect these stories and make them available for others to read on our website and in the variety of publications we produce.

Please e-mail your stories with your first name and hometown to DMV Making a Difference (link to dmv.webmaster@ct.gov)

60 State Street Wethersfield, CT 06161 / Phone: 860-263-5700

Home | CT.gov Home | Submit Site Suggestions | Login | Register

State of Connecticut [Disclaimer](#) and [Privacy Policy](#) Copyright © 2002 - 2011 State of Connecticut



If the Connecticut Department of Motor Vehicles can collect “Stories of Satisfaction,” I’m pretty sure anyone can do this.

Environmental Defense Fund

Who are the best of the best? Over the past 10 years, I've been fortunate to work closely with several organizations that made significant commitments to improving their storytelling.

In 2003, **Environmental Defense Fund** convened an all-staff retreat and devoted an entire day to collecting stories. Handheld cassette recorders were passed from person to person to make it easy to capture all the stories that had been informally circulating within the organization.

If you visit their site today...



The screenshot shows the EDF website homepage. At the top left is the EDF logo with the tagline "Finding the ways that work". To the right are navigation links for "Jobs", "Offices", "Contact us", and "For the media", along with social media icons for Twitter and Facebook. A search bar is located below these links. A horizontal menu below the search bar includes "Home", "What we do", "Our approach", "Success stories", "How you can help", "About us", "News and blogs", and a yellow "Donate now" button. The main content area features a large image of a young girl holding a small blue object to her nose. Below the image is the headline "Kids' health vs. polluters' profits" and a sub-headline "Big industrial polluters have launched an attack on the Clean Air Act. What's at stake?". Below this are four smaller article teasers: "Kids' health vs. polluters' profits", "Hope for Pacific fisheries", "Energy revolution starts here", and "Farmers to the rescue". At the bottom left, a paragraph reads: "We are passionate environmental advocates who believe in prosperity *and* stewardship. Grounded in [science](#), we forge [partnerships](#) and harness the power of [market incentives](#)." To the right of this text is a video player showing a woman speaking.

Environmental Defense Fund

...you'll see a link to success stories on the home page. Click on that link and you arrive here.

For EDF, the website is only the tip of the iceberg when it comes to telling stories. Because of a conscious decision by the organization's leadership, a storytelling culture has bloomed within the organization, so it's only natural that you would see an expression of that culture online.

Another example of an organization strongly committed to storytelling...

The screenshot shows the EDF website's 'Success stories' page. At the top left is the EDF logo with the tagline 'Finding the ways that work'. The top right features navigation links for 'Jobs', 'Offices', 'Contact us', and 'For the media', along with social media icons for Twitter and Facebook, and a search bar. A secondary navigation bar includes 'Home', 'What we do', 'Our approach', 'Success stories' (highlighted), 'How you can help', 'About us', 'News and blogs', and a 'Donate now' button. The main content area is titled 'Success stories' with the subtitle 'Highlights from four decades of results'. It features four story cards: 'Cutting acid rain' (MARKETS), 'Hope for fishing communities' (MARKETS), 'The first corporate partnership' (PARTNERSHIPS), and 'Protecting rare wildlife' (PARTNERSHIPS). Each card includes a representative image and a brief description of the success. On the left side, there is a 'Stay informed' section with a 'Donate today' button and an email sign-up form. A 'Recent successes' section is partially visible at the bottom.

Civic Ventures

...is **Civic Ventures**, which launched The Purpose Prize to recognize individuals over 60 who are changing the world.

(Full disclosure: I serve as a senior advisor to Civic Ventures, so I don't claim to be objective.)

When Purpose Prize winners are featured on the site, their stories are told in two ways...

The screenshot shows the homepage of the Purpose Prize website. At the top left is the 'ENCORE CAREERS' logo with the tagline 'Encore careers combine purpose, passion and a paycheck.' The main header reads 'PURPOSE PRIZE'. A navigation menu on the left includes links for LEARN, WORK, CONNECT, PURPOSE PRIZE, PURPOSE PRIZE OVERVIEW, OVERVIEW, ABOUT THE PRIZE, IMPACT, NOMINATE & SIGN IN, ALL WINNERS & FELLOWS, FOR SPONSORS, FOR MEDIA, CONTACT US, FAQs, and LAUNCH PAD. The main content area features a large 'PURPOSE PRIZE' title, a description of the award, and a list of featured winners for 2010: Inez Killingsworth and Barry Childs. A 'NOMINATE' button is visible on the right side.

ENCORE CAREERS
Encore careers combine purpose, passion and a paycheck.

PURPOSE PRIZE

home > purpose prize

LEARN
Find out more about purpose-filled careers in the second half of life.

WORK
Start your journey to a meaningful encore career.

CONNECT
Meet the people and organizations making encore careers a reality.

PURPOSE PRIZE
\$100,000 award for extraordinary contributions in encore careers.

PURPOSE PRIZE OVERVIEW

OVERVIEW

ABOUT THE PRIZE

IMPACT

NOMINATE & SIGN IN

ALL WINNERS & FELLOWS

FOR SPONSORS

FOR MEDIA

CONTACT US

FAQS

LAUNCH PAD

PURPOSE PRIZE: To invest in people over 60 who are changing the world

PRIZE: \$100,000 awards to celebrate and advance their work

With decades of energy and passion ahead of them, five people will win The Purpose Prize® - and \$100,000 each - for improving their communities and the world.

See what's possible in the second half of life by learning more about how previous Purpose Prize winners, all in their encore careers, solve critical problems in education, health care, the environment and [more >](#)

- [Meet](#) our most recent winners
- [Meet](#) our most recent fellows
- [Watch](#) the \$100,000 winner videos

2010 FEATURED WINNERS

 [Inez Killingsworth](#)
In the midst of a housing crisis, Killingsworth helps homeowners avoid foreclosure by negotiating with banks for more favorable terms on mortgages.

 [Barry Childs](#)
Childs improves the lives of vulnerable children and their families in Tanzania by creating farming cooperatives, building classrooms and opening clinics.

HEADLINES

[Purpose Prize Winner Selected as CNN Hero](#)

[The TODAY Show Features Purpose Prize Fellows](#)

[Bloomberg Businessweek Honors Purpose Prize Winner](#)

[More >](#)

Nominate for 2012 Prize here

2011 Nominations Now Closed

2010 Prize Winners

\$100,000

[Allan Barsema](#)
Rockford, Ill.

[Barry Childs](#)
Marylhurst, Ore.

[Margaret Gordon](#)
Oakland, Calif.

You can read the story that appears on the site, or you can follow a link to YouTube and see a beautifully produced 3-minute video.

Through the Purpose Prize, Civic Ventures is recognizing people who have started “encore careers”, and who are choosing to give back – rather than kick back – in the second halves of their lives.

But Civic Ventures knows that giving out prizes is only a beginning. To build a movement, they have to tell stories, too, and everyone who works there embraces this ideal.

Inez Killingsworth

Founder and Board President
Empowering & Strengthening
Ohio's People
Purpose Prize Winner 2010

In the midst of a housing crisis, Killingsworth helps homeowners avoid foreclosure by negotiating with banks for more favorable terms on mortgages.



Inez Killingsworth, Empowering & Strengthening Ohio's People

A trolley full of Cleveland activists and a pair of executives from Countrywide Financial Corp. comes to a halt in front of a haggard home.

The siding is sagging. The windows boarded. The gutters long gone, pillaged by vandals looking to make a few bucks on scrap. Inside, all the piping has been stolen, too. The lawn is overgrown. It looks like a gust of wind could bring the whole thing down.

“That’s your house,” says Inez Killingsworth of Empowering and Strengthening Ohio’s People (ESOP). She pauses and lets that settle in. “This is what you’re doing to our neighborhood.”

[Watch](#) a video of Inez Killingsworth

[Visit](#) Empowering & Strengthening Ohio’s People’s website

[Contact](#) Inez Killingsworth

Nurse-Family Partnership

Finally, take a moment to visit the website of the **Nurse-Family Partnership**. NFP is an evidence-based program that helps first-time mothers have healthier babies and stronger families.

For more than 30 years, the organization painstakingly collected data to confirm its effectiveness and hone its model, but only in the last few years has it turned equal attention to collecting stories.

That attention has paid off...

*Embracing motherhood.
Empowering women.*

» click to read Maria's story

Nurse-Family Partnership
Helping First-Time Parents Succeed

Nurses | First-Time Moms | Communities | Supporters | Public Policy | Proven Results | About

Strengthening society with an evidence-based community healthcare program.

Nurse-Family Partnership is a community healthcare program that yields quantifiable social benefits and a substantial return on the community's investment. More than 30 years of evidence from randomized, controlled trials prove this maternal health program's effectiveness guiding low-income, first-time moms and their children to successful futures. By developing strong family foundations, this program establishes better, safer, and stronger communities for generations to come.

Resources

- [Local implementing agencies](#)
- [National Service Office](#)
- [Model elements](#)
- [Proven results](#)

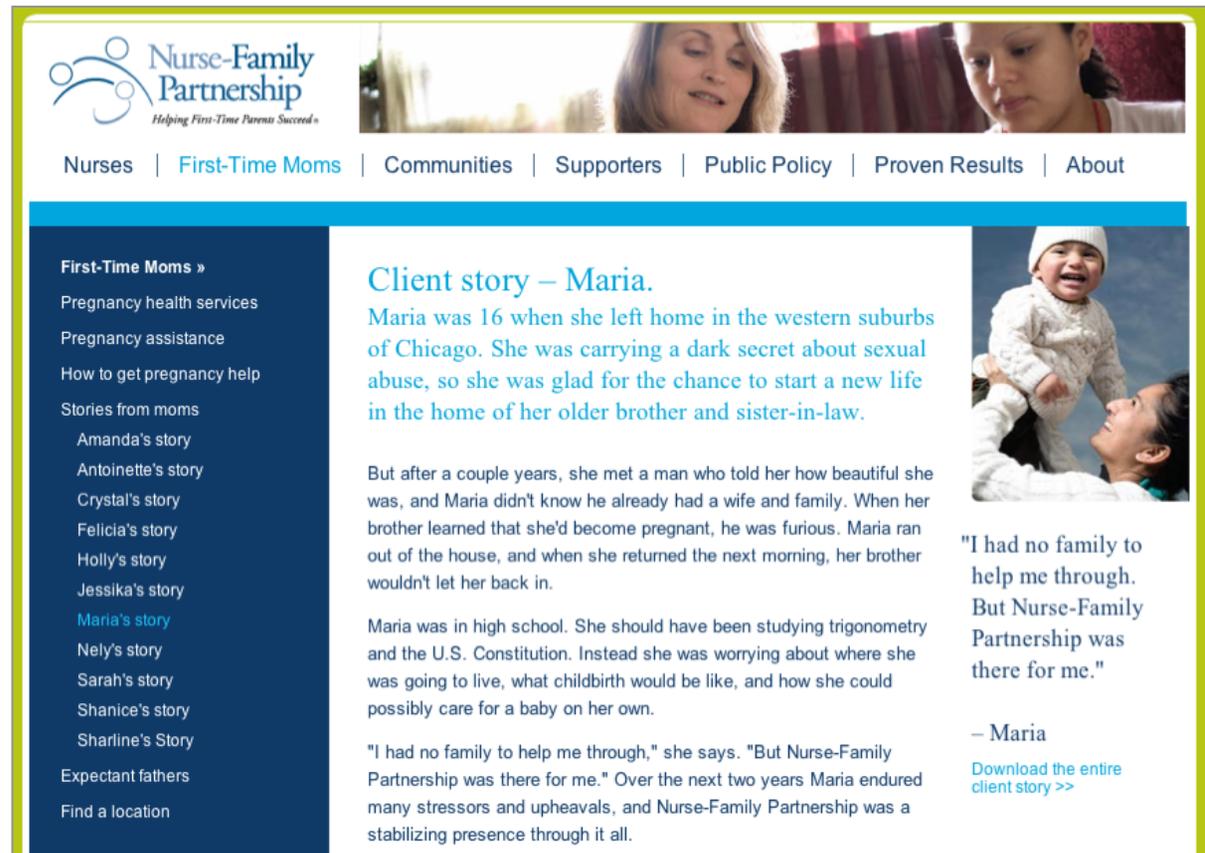
Crystal | Nely | Amanda | Maria

Nurse-Family Partnership

Thanks to a mandate from the very top, a storytelling culture has taken hold within NFP, and you can see that very clearly on its site.

Stories are featured on the home page, and if you click on any of the links there, you'll arrive at compelling narratives taking you deep into the relationships between NFP's dedicated nurses and the young mothers they serve.

Now NFP has both the stories and the evidence to make the most powerful case possible for their work.



The screenshot shows the Nurse-Family Partnership website. At the top left is the logo with the tagline "Helping First-Time Parents Succeed". A navigation bar includes links for Nurses, First-Time Moms, Communities, Supporters, Public Policy, Proven Results, and About. A dark blue sidebar on the left lists categories like "First-Time Moms" and "Pregnancy health services", with "Maria's story" highlighted in blue. The main content area features a "Client story – Maria." section with a blue headline and a photograph of a woman holding a baby. The text describes Maria's experience of fleeing home at 16 and finding support through NFP. A quote from Maria is displayed on the right, along with a link to "Download the entire client story >>".

Nurse-Family Partnership
Helping First-Time Parents Succeed

Nurses | [First-Time Moms](#) | Communities | Supporters | Public Policy | Proven Results | About

First-Time Moms »
Pregnancy health services
Pregnancy assistance
How to get pregnancy help
Stories from moms
Amanda's story
Antoinette's story
Crystal's story
Felicia's story
Holly's story
Jessika's story
[Maria's story](#)
Nely's story
Sarah's story
Shanice's story
Sharline's Story
Expectant fathers
Find a location

Client story – Maria.

Maria was 16 when she left home in the western suburbs of Chicago. She was carrying a dark secret about sexual abuse, so she was glad for the chance to start a new life in the home of her older brother and sister-in-law.

But after a couple years, she met a man who told her how beautiful she was, and Maria didn't know he already had a wife and family. When her brother learned that she'd become pregnant, he was furious. Maria ran out of the house, and when she returned the next morning, her brother wouldn't let her back in.

Maria was in high school. She should have been studying trigonometry and the U.S. Constitution. Instead she was worrying about where she was going to live, what childbirth would be like, and how she could possibly care for a baby on her own.

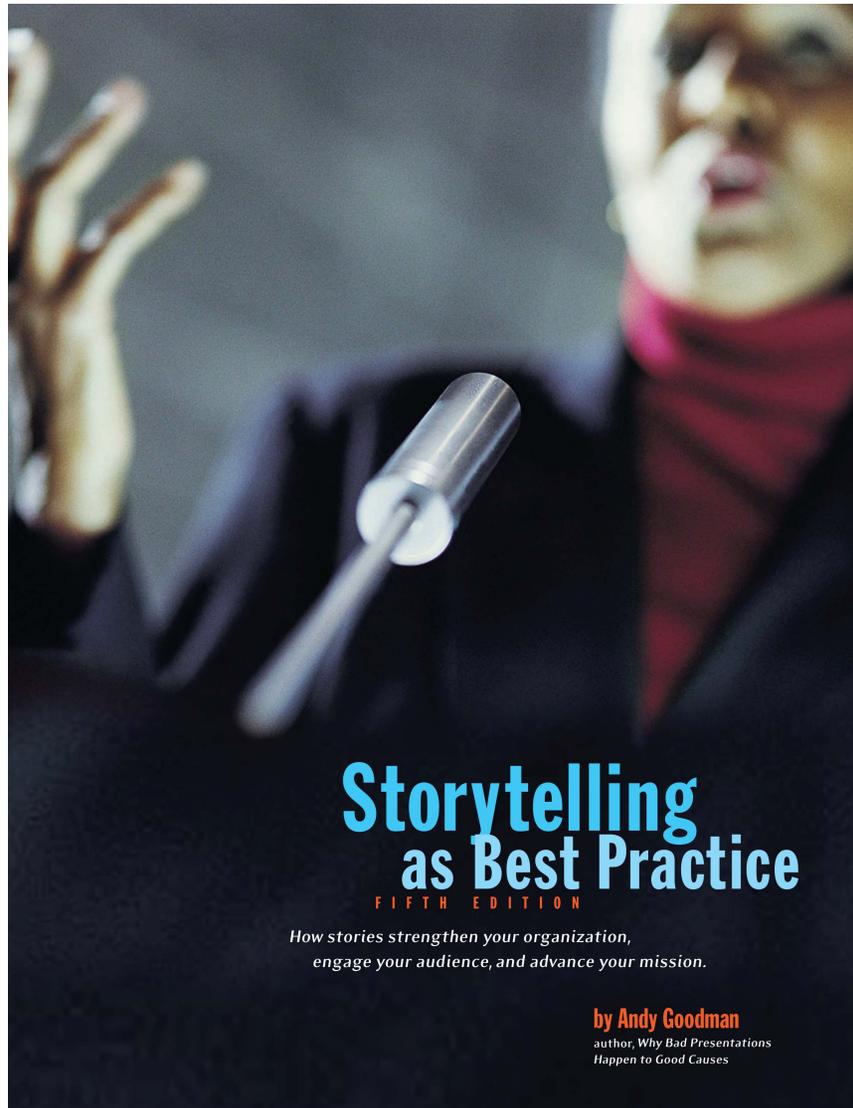
"I had no family to help me through," she says. "But Nurse-Family Partnership was there for me." Over the next two years Maria endured many stressors and upheavals, and Nurse-Family Partnership was a stabilizing presence through it all.

"I had no family to help me through. But Nurse-Family Partnership was there for me."

– Maria

[Download the entire client story >>](#)

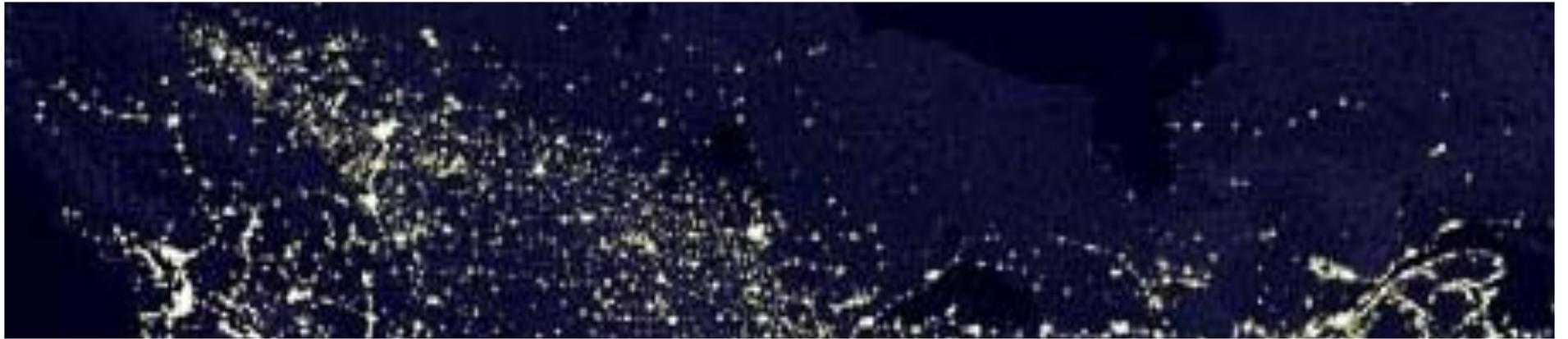
www.agoodmanonline.com



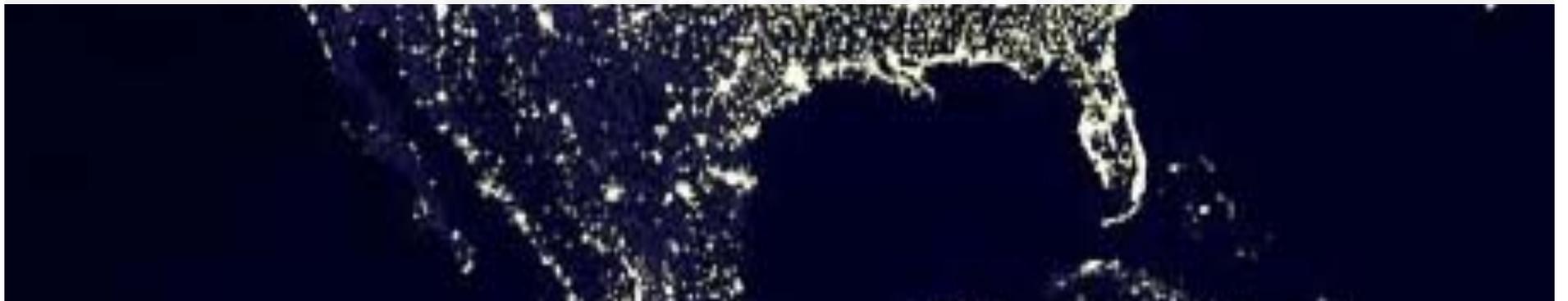
Thank you for taking the time to visit these sites. I hope the best practices in online storytelling you saw firsthand will help you improve your website and do a better job of telling your own stories.

If you'd like to explore this subject further, you can order my booklet, **Storytelling as Best Practice**, from the publications section of my website. And if you're not already a subscriber to my free monthly newsletter, **free-range thinking**, you can sign up for that on the site as well.

And always remember...



Numbers numb, jargon jars, and nobody ever marched on Washington because of a pie chart. If you really want to reach people and change the world, **tell them a story.**



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