



Rachel Jellinek
Partner
Reflection Films
[Read Bio>>](#)



James May
Director of Development
The Elizabeth Stone House
[Read Bio>>](#)

Storytelling for Nonprofits

Topic: Marketing and Communications (MC)

What makes a compelling story? Why does it resonate? What emotions does it elicit? What about it makes you want to share it or engage in other ways? In this interactive workshop, we will discuss key storytelling concepts and look at how they can be applied specifically through the medium of video. We will share some video examples and analyze the potential pros and cons of different approaches. *Although everyone is welcome, this workshop is geared toward shops that have limited experience with video storytelling.*