



Nonprofits have always used storytelling techniques to raise awareness around issues and solicit donations for specific campaigns or initiatives.

In this white paper, *The Art of Nonprofit Storytelling*, we explore factual nonprofit storytelling – transforming numbers into powerful, compelling stories. Numbers alone tell stories, but their impact is more obvious when stories are told using both visual cues, such as charts and graphs, as well as narrative to add substance, texture, color, and context to the facts.