



The Non-Profit Narrative: How Telling Stories Can Change the World

Dan Portnoy

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The Non-Profit Narrative is designed to help non-profits apply storytelling principles to their day-to-day operations and communications for maximum impact. Applying the idea that all organizations have great stories to tell, Dan Portnoy encourages non-profits to interpret fundraising and engagement through the perspective of storytelling. This proven process has helped non-profits raise millions of dollars, attract donors and make a profound impact for their cause.

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