

A woman with dark hair, wearing a dark top and a bright pink scarf, is speaking into a silver microphone. Her right hand is raised, with fingers spread, in a gesturing motion. 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

The screenshot shows the homepage of the 'Wheels of Success' website. At the top left is the logo, which consists of a stylized tire with the words 'WHEELS of SUCCESS' in red and white. To the right of the logo is the tagline 'Working Wheels Keep Families Working' in white text on a black background. Above this tagline are two buttons: 'I NEED HELP' in red and 'I WANT TO HELP' in green. Below the tagline is a large photograph of a long, straight road lined with trees, receding into the distance. On the left side of the page is a vertical navigation menu with links: Home, About Us, Our Work, Our Events, Our Support, Our Success, News / Media, and Contact. Below the menu is a red 'DONATE NOW' button. Further down is a 'SIGN UP' section with links for 'EMAIL NEWSLETTER' and 'VOLUNTEER'. At the bottom left are social media icons for Facebook and Twitter, and a box that says 'Outside of the Tampa Bay Area? Opportunity CARS'. The main content area on the right features a section titled 'Waiting for Wheels' in red, followed by text stating that excerpts are taken from pending applications. Two stories are listed: one about a young single mother who was homeless and separated from her toddler, and another about a woman referred to by Metropolitan Ministries who cannot afford repairs for her old car. To the right of these stories is a yellow box titled 'UPCOMING' with the text 'SAVE THE DATE ANNUAL R.A.C.E. LUNCHEON & HUB CAP AWARDS' and the date 'Friday, May 13, 2011 A La Carte Events Pavilion'. Below this is a section titled 'ONGOING SPONSORS' featuring the AAA logo and the text 'Auto Club South'.

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](#)

[f](#) [t](#)

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

I NEED HELP **I WANT TO HELP**

Working Wheels Keep Families Working

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

DONATE NOW

SIGN UP
EMAIL NEWSLETTER
VOLUNTEER

f t

Outside of the Tampa Bay Area?
Opportunity CARS

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AWARDS
Friday, May 13, 2011
A La Carte
Events Pavilion

ONGOING SPONSORS
AAA
Auto Club South

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 website. At the top, there are language links: العربية, English, Español, and Français. The main header features the GCE logo and the website URL www.campaignforeducation.org. Below the logo are four colored buttons: 'Why Education For All?' (blue), 'News' (purple), 'Resources' (green), and 'Your Country' (orange). To the right of these buttons is a 'Sign up' section with an email input field and the text 'You can make a difference!'. Below the header is a large banner image of a smiling girl writing in a notebook. A text box on the left of the banner states '89 million children are out of school'. To the right of the banner is a 'TAKE ACTION' section with social media icons for flickr, YouTube, facebook, and twitter. Below this is a 'SHARE' section with a speech bubble icon. The main content area on the left features a section titled 'World Teachers' Day 2011: Teachers for Gender Equality' with a quote from Fred van Leeuwen, General Secretary of Education International. To the right of this text is a photo of a teacher standing in front of a chalkboard in a classroom. On the far right, there is a 'GCE tweets' section displaying a tweet from @ManalMo7amad and a message about World Teachers' Day.

Global Campaign for Education

89 million children are out of school

TAKE ACTION

flickr
YouTube
facebook
twitter

SHARE

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

GCE tweets

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



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, the logo features the text 'cradles to Crayons' in a playful, colorful font, with 'The Giving Factory' underneath. To the right, 'Boston' is written in a large, dark font. Navigation links at the top include 'Distribution Partner Login', 'Sign up for E-News', 'My Account', 'Search', and 'Become one of our Distribution Partners'. A dark blue navigation bar contains links for 'ABOUT US', 'DONATE', 'ONLINE COMMUNITY', 'NEWSROOM', 'FAQ', and 'CONTACT US'. The main heading 'Our History' is in a large, white font on an orange background. The 'The Story' section describes the organization's founding in December 2000 by Lynn Margherio, a Boston-based business and public-policy consultant. It details how she discovered discarded clothing in a dresser drawer while helping a young niece get dressed. A sidebar on the right lists various 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'. Three call-to-action boxes are also present: 'Volunteer' (with links to 'The Giving Factory', 'Host a drive', and 'The Giving Corps'), 'Donate Goods' (with links to 'Items we accept', 'Drop-off locations', and 'Share your milestone'), and 'Donate funds' (with 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.

[Distribution Partner Login](#) [Sign up for E-News](#) [My Account](#) [Search](#)
[Become one of our Distribution Partners.](#)

[ABOUT US](#) [DONATE](#) [ONLINE COMMUNITY](#) [NEWSROOM](#) [FAQ](#) [CONTACT US](#)

Our History

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.

Later on that same trip, she stopped at her brother's house, where she got involved with an arts-and-crafts 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

- [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](#)
- [Jobs & Internships](#)

Volunteer

- [The Giving Factory](#)
- [Host a drive](#)
- [The Giving Corps](#)

Donate Goods

- [Items we accept](#)
- [Drop-off locations](#)
- [Share your milestone](#)

Donate funds

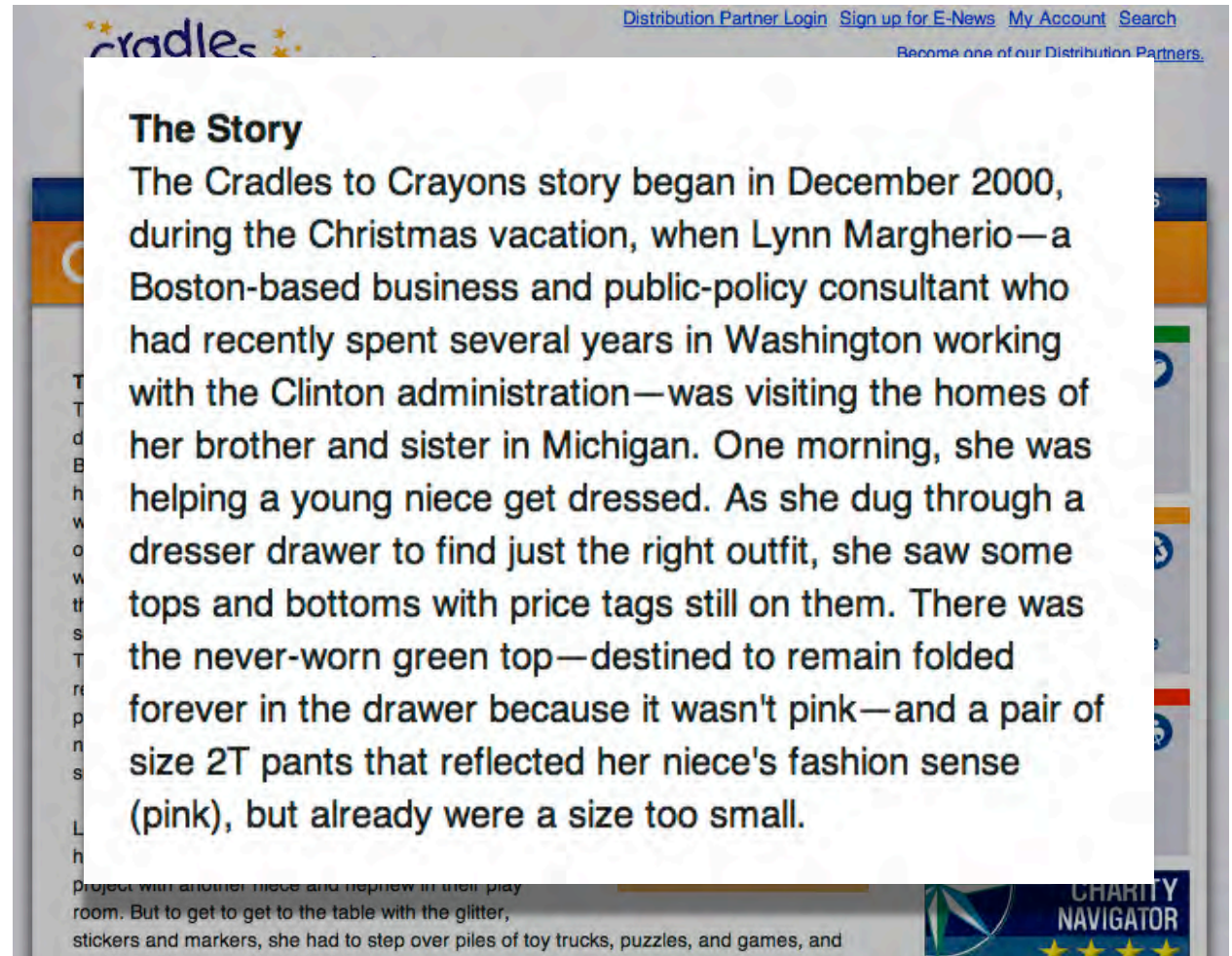
- [Contribute online](#)
- [Host a fundraiser](#)
- [Sponsor an event](#)

CHARITY NAVIGATOR

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. At the top, there is a navigation bar with links: [Distribution Partner Login](#), [Sign up for E-News](#), [My Account](#), and [Search](#). Below this is a link: [Become one of our Distribution Partners](#). The main content area features a section titled **The Story**. The text in this section reads: "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." Below this text, there is a partially visible paragraph starting with "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". In the bottom right corner, there is a logo for "CHARITY NAVIGATOR" with five stars.

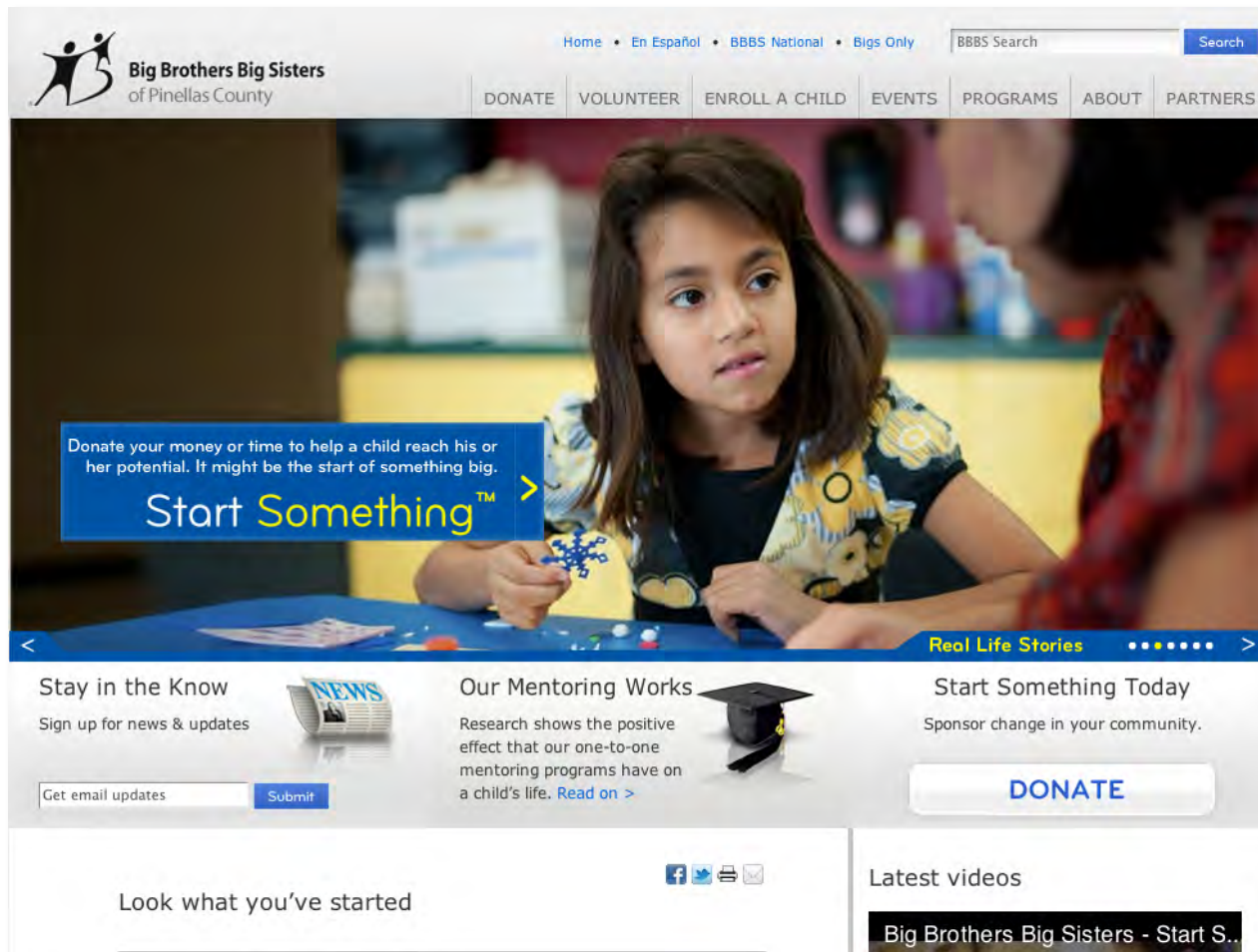
The Story

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CHARITY NAVIGATOR

Big Brothers Big Sisters of Pinellas County




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: Home, Donate Now, Contact Us, Login, and Register. A text size selector (A A A A) and a search bar are also present. The main header features the Easter Seals Disability Services logo on the left and a large red banner with the text "Easter Seals Florida" and a description: "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." To the right of the banner is a photo of a smiling child in a pool.

Below the banner, the left sidebar contains a menu of links: Services, Donate, Raise Funds, About Us, Advocate, Job Opportunities, Resources, Partners and Friends, Events, Volunteering, and Locations. Below this menu is a "CERTIFIED Nonprofits First" logo with the text: "Easter Seals Florida, Inc. is certified by Nonprofits First® for sound nonprofit management".

The main content area features a "What's New" section with an RSS icon. The first item is "April is Autism Awareness Month", which includes a photo of a young boy (Brendan) and the text: "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 this is a link: "Read Brendan's story here." To the right of the "What's New" section is a "Donate Now!" button and a "STAY CONNECTED TO EASTER SEALS" section with an email subscription form (EMAIL, ZIP CODE, GO) and a "FIND EASTER SEALS NEAR YOU" section with a location search form (ZIP CODE, GO, Search by State).

At the bottom, there is a section for "act for autism" with a large red logo and the text: "Easter Seals is the country's leading provider of services for people with autism today. As many as 1 in 110 children are now diagnosed - but autism is treatable. Learn how Easter Seals Florida is chipping those statistics to make a difference in our community." Below this is a link: "A.C. Moore promotes Act for Autism in Gulf Coast". On the far right, there is a "CAMP CHALLENGE" section with a photo of children and the text: "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 displays the website of The Duke Endowment. At the top, the logo features a signature 'J. B. Duke' above the text 'THE DUKE ENDOWMENT'. To the right, a tagline reads 'Enriching lives in North Carolina and South Carolina since 1924'. A search bar is located in the top right corner. Below the logo, a navigation menu includes links for 'About Us', 'Program Areas', 'Issues', 'Grants', 'Evaluation', and 'News'. A breadcrumb trail indicates the current page: '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 'Strategy' tab is selected, leading to the 'Emily's Experience' section. This section contains a narrative about a girl named Emily and her sessions with Miss Kim.

On the right side of the page, there are three additional sections: 'Successful Interventions' featuring a photo of Trustee Minor Shaw and text about the Duke Endowment's commitment to evidence-based programs; 'Training for therapists' featuring a photo of Therapist Lori Hawkins and text about trauma-focused cognitive behavioral therapy; and 'Related Work' with a list of links: 'Vulnerable Children', 'Families', 'Prevention', and 'Academic Achievement'.

At the bottom right, there is a 'Search our grants' section with a search bar and a 'go' button, along with 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 homepage. 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 colorful buttons for College of Arts & Sciences, Conservatory of Music, Student Life, and Events & Calendars. To the right are buttons for applying to the College of Arts & Sciences and the Conservatory of Music, along with a link to learn about the Double Degree Program. The main content area features a grid of images on the left, a large featured story on the right titled "we are OBERLIN these are our stories" featuring Carl McDaniel '64 and his climate-neutral home, and a bottom section with "OBERLIN ON TWITTER", "SAVE THE DATE" (listing Reunion Weekend, Middlebury-Monterey Language Academy, and Fall Orientation), "SPECIAL NOTICES" (about trustees challenging the community to give), and "OBERLIN BLOGS".

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: [link](#)

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

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.



Spelman College

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...

The screenshot shows the 'Change Means Strength' campaign page for Spelman College. The header features the Spelman College logo and navigation links: Home, Campaign Priorities, Make a Gift, Meet Our Sisters, and Meet Our Donors. The main banner displays the text 'Change Means Strength' over a background image of two smiling Black women. Below the banner, the page is organized into three columns: 'Change: Why It Matters' (red header), 'Means: What It Achieves' (yellow header), and 'Action: How It Works' (blue header). Each column contains links to various campaign content, such as 'An education to change the world', 'Benefactors to change the world', and 'A community to change the world'. On the right side, there are three sections: 'Campaign Video', 'Campaign Events', and 'Get Involved', each accompanied by a small image of a woman and a brief description. The footer contains the Spelman College address, phone number, and links to Contact Us, Privacy Policy, and Copyright 2010.

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 >

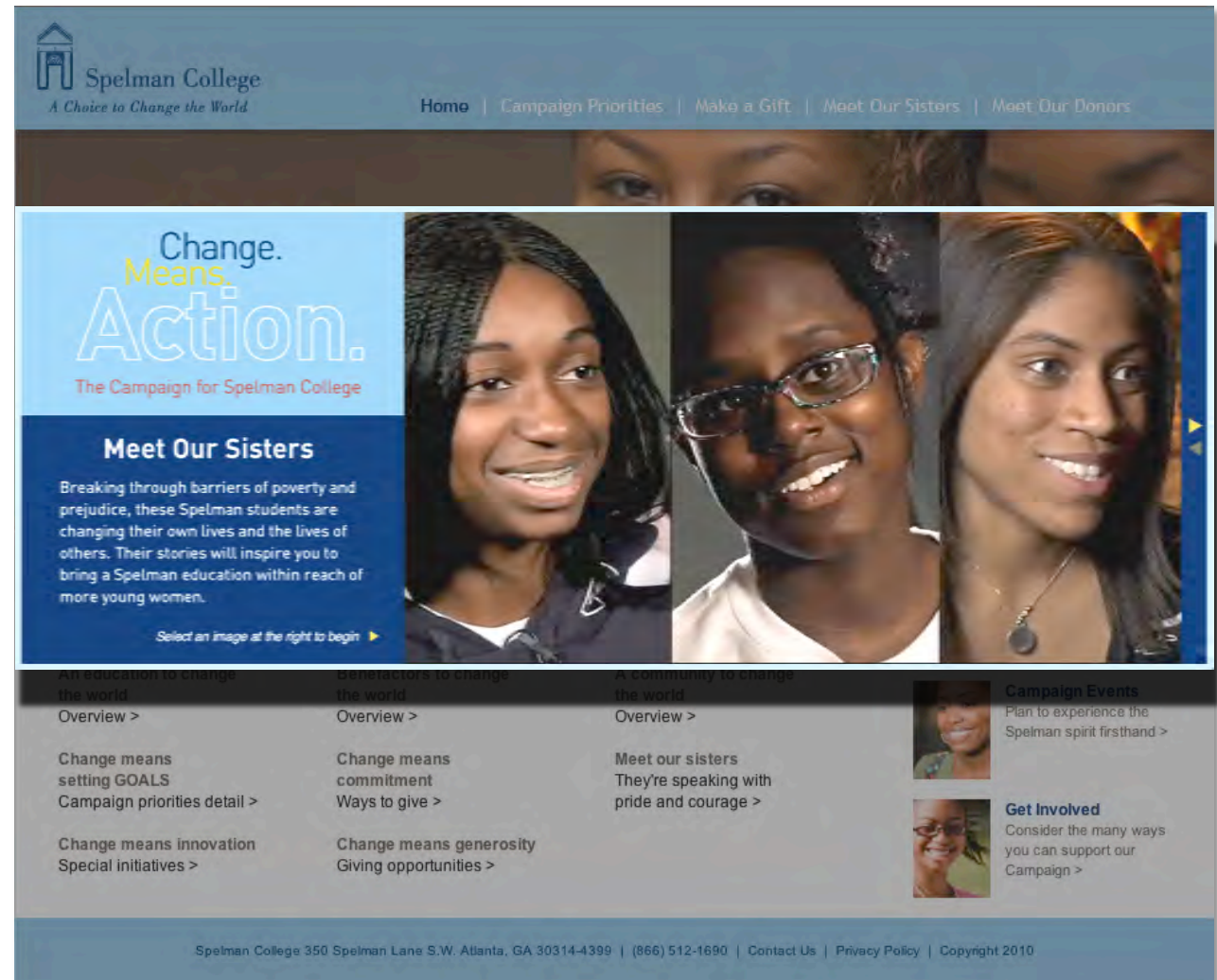
Spelman College 350 Spelman Lane S.W. Atlanta, GA 30314-4399 | (866) 512-1690 | Contact Us | Privacy Policy | Copyright 2010

Spelman College

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.



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?



David Suzuki Foundation

The screenshot shows the David Suzuki Foundation website. The header features the foundation's logo, a search bar, and navigation links: Contact, Get our newsletter, and Français. Below the header is a teal banner with a newsletter sign-up form. The main content area is divided into three columns. The left column has a photo of three people and the headline 'Get the goods on growing green energy in Ontario'. The middle column has a photo of a seal and the headline 'Tell the Prime Minister to protect the Pacific Ocean'. The right column has a video player with the headline 'Sign the Declaration of Interdependence'. Below these are three sections: 'NEWS RELEASES', 'LATEST BLOG', and 'WHAT'S NEW'. The 'WHAT'S NEW' section features a graphic with the text 'Queen of Green' and 'green living made easy'.

David Suzuki Foundation
SOLUTIONS ARE IN OUR NATURE

Search
Contact | Get our newsletter | Français

ABOUT US | ISSUES ▼ | WHAT YOU CAN DO | BLOGS | DAVID | DONATE

Sign up for our newsletter and get the latest environmental news and green-living tips in your inbox. Email address

Get the goods on growing green energy in Ontario
Over the past few weeks, Ontario politicians have engaged in heated debate about the province's much lauded and much criticized Green Energy Act. Some say it is the backbone of... [More »](#)
Posted in [Notes from the Panther Lounge](#)

Tell the Prime Minister to protect the Pacific Ocean
Tell the Prime Minister that you want Canada to reinstate funding for the Pacific North Coast marine planning initiative. [More »](#)
Posted in [What you can do](#)

Sign the Declaration of Interdependence
Sign the Declaration if you agree: We can't steal from the future to serve the present. We need to sustain and steward the Earth for our descendants [More »](#)
Posted in [What you can do](#)

NEWS RELEASES »
[More Fraser sockeye populations in trouble than previously thought](#)
October 3, 2011

LATEST BLOG »
[Climate change: We have a choice](#)
Climate & Clean Energy | October 6, 2011
When I hear about climate change in the news I

WHAT'S NEW
DAVID SUZUKI'S **Queen of Green** *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



...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



(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



The screenshot shows the Utah Health Story Bank website. At the top is a navigation bar with the Utah logo, "UTAH.GOV SERVICES", "AGENCIES", and a search bar. Below this is a secondary navigation bar with the Utah Department of Health logo and links for "News", "A to Z List", "Health & Safety", "Health Services", "Data & Stats", and "Online Services". The main header features the "Story Bank" logo and the text "Share your Stories with us" next to a photo of a smiling baby. On the left is a "Menu" with links: "Home", "About the Story Bank", "How to submit your story", "Login", "Sign Up Now", and "Contact us". Below the menu is a "Sample Stories" section listing: "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", and "of Asthma". The main content area is titled "Utah Health Story Bank" and includes a font size selector. The text reads: "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." Below this is a paragraph: "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." At the bottom is a "Top stories" section with a list: "A skin cancer story...", "Lauren Elizabeth Mulkey...", and "Just a Little Bit Overweight..."

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
- 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 (UBC) website. The top navigation bar is dark blue with the UBC logo, the tagline "a place of mind", and the text "THE UNIVERSITY OF BRITISH COLUMBIA". Below this is a horizontal menu with links: HOME, ADMISSIONS, ABOUT, STRATEGIC INITIATIVES, RESEARCH, ACADEMIC PROGRAMS, ATHLETICS, LIBRARY, PRESIDENT, and SUPPORTING UBC. The main content area features a large video player showing a neuroscientist in a lab coat using a pipette. Below the video is a headline "Neuroscientist honoured by China's premier" and a brief description. To the right of the video is a sidebar with "Featured" news items, including "UBC Media Release | Oct. 6" and "Apple Festival | Oct. 15". Below the video player is a section for "Vancouver Campus" and "Okanagan Campus". The "Vancouver Campus" section includes a description of the campus and a "Take a Virtual Tour of the Vancouver Campus" button. The "Okanagan Campus" section includes a "PROSPECTIVE STUDENTS" and "CURRENT STUDENTS" section with links to "Undergraduate", "Graduate (Master's, Doctoral)", and "International" programs.

UBC
a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

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

Neuroscientist honoured by China's premier
Weihong Song, Canada Research Chair in Alzheimer's Disease, received the Friendship Award, China's highest award for foreign experts.
[Read More](#)

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



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

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.

Our 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.

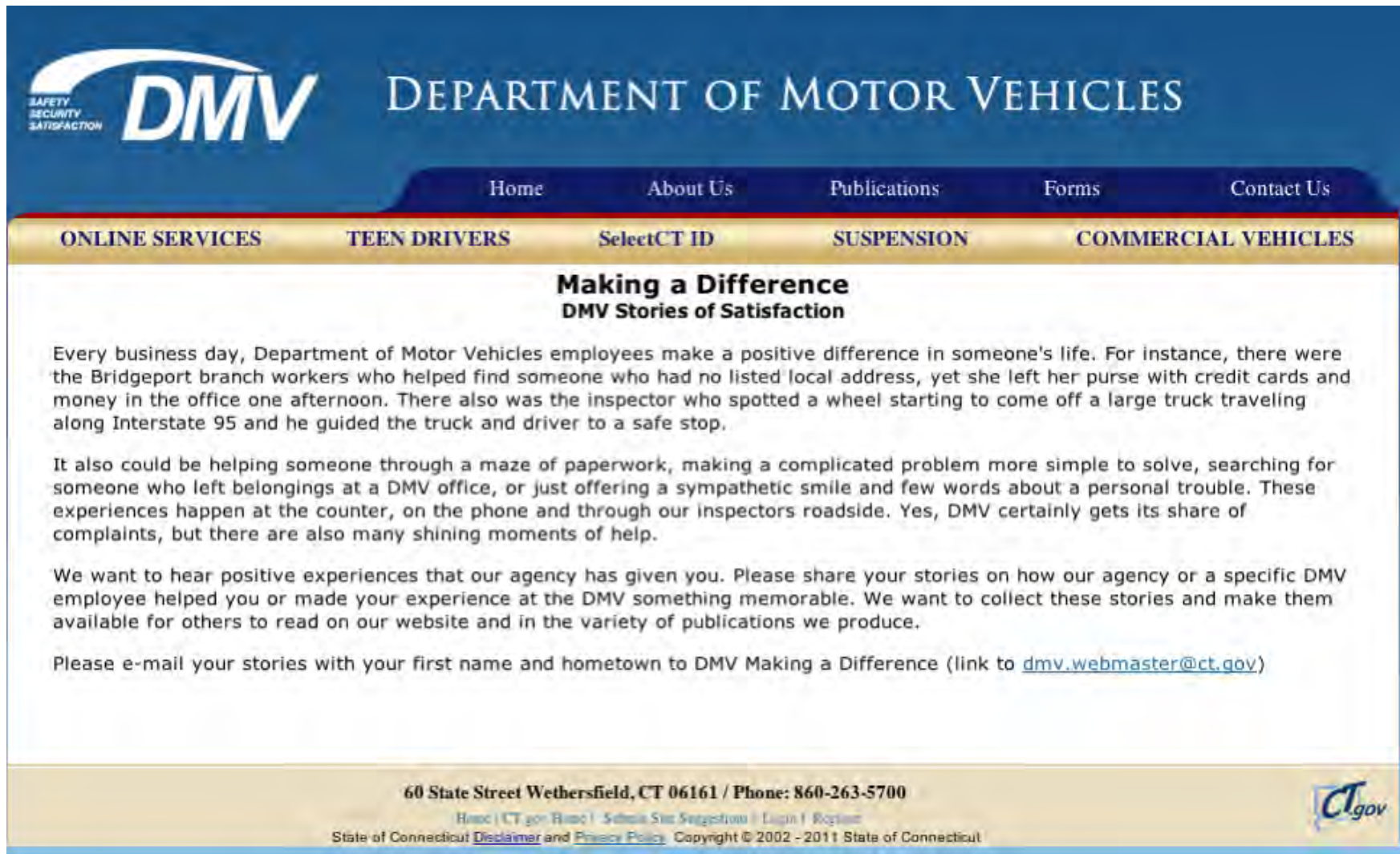
Save the Date
Health Action 2012
Jan. 19-21, 2012

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



The screenshot shows the official website of the Connecticut Department of Motor Vehicles (DMV). The header features the DMV logo with the tagline 'SAFETY SECURITY SATISFACTION' and the text 'DEPARTMENT OF MOTOR VEHICLES'. Below the header is a navigation bar with links: Home, About Us, Publications, Forms, and Contact Us. A secondary navigation bar lists various services: ONLINE SERVICES, TEEN DRIVERS, SelectCT ID, SUSPENSION, and COMMERCIAL VEHICLES. The main content area is titled 'Making a Difference' and 'DMV Stories of Satisfaction'. It contains three paragraphs of text describing positive experiences with DMV employees. The first paragraph mentions a Bridgeport branch worker who helped find someone who had no listed local address. The second paragraph describes helping someone with paperwork or offering a sympathetic smile. The third paragraph encourages sharing positive experiences. Below the text is a link to 'dmv.webmaster@ct.gov'. The footer includes the address '60 State Street Wethersfield, CT 06161 / Phone: 860-263-5700', a list of links (Home, CT.gov Home, Submit Site Suggestions, Login, Register), and a copyright notice for the State of Connecticut from 2002 to 2011. The CT.gov logo is also present in the bottom right corner.

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

CT.gov

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...



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...

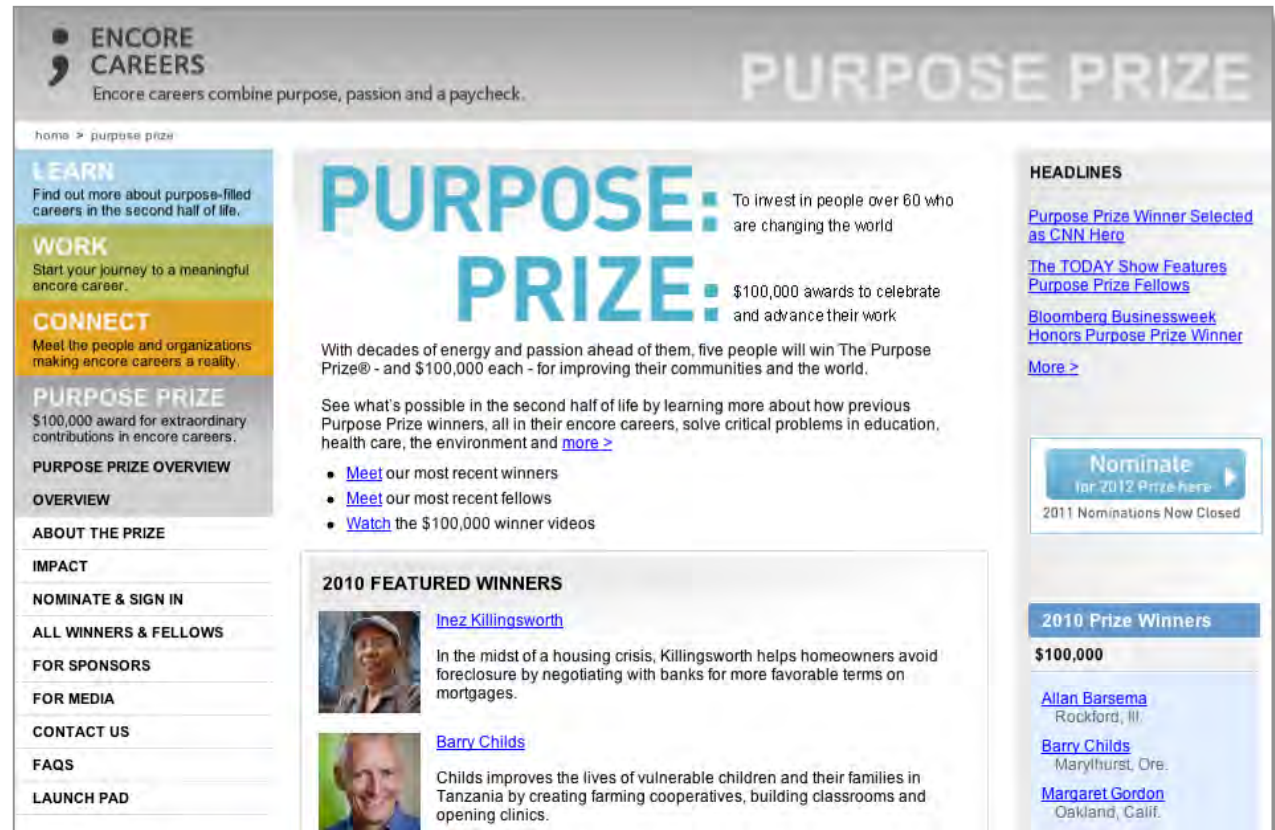


Civic Ventures

...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 Purpose Prize website. At the top, the 'ENCORE CAREERS' logo is on the left, and 'PURPOSE PRIZE' is on the right. Below the logo, it says 'Encore careers combine purpose, passion and a paycheck.' A navigation bar includes 'home' and 'purpose prize'. The left sidebar has sections: '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', and 'LAUNCH PAD'. The main content area features the 'PURPOSE PRIZE' title, a description of the award, and a list of links: 'Meet our most recent winners', 'Meet our most recent fellows', and 'Watch the \$100,000 winner videos'. Below this is the '2010 FEATURED WINNERS' section, which includes two entries: 'Inez Killingsworth' and 'Barry Childs'. The right sidebar has 'HEADLINES' with links to 'Purpose Prize Winner Selected as CNN Hero', 'The TODAY Show Features Purpose Prize Fellows', and 'Bloomberg Businessweek Honors Purpose Prize Winner'. Below this is a 'Nominate for 2012 Prize here' button and a '2010 Prize Winners' section listing 'Allan Barsema', 'Barry Childs', and 'Margaret Gordon'.

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

\$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...

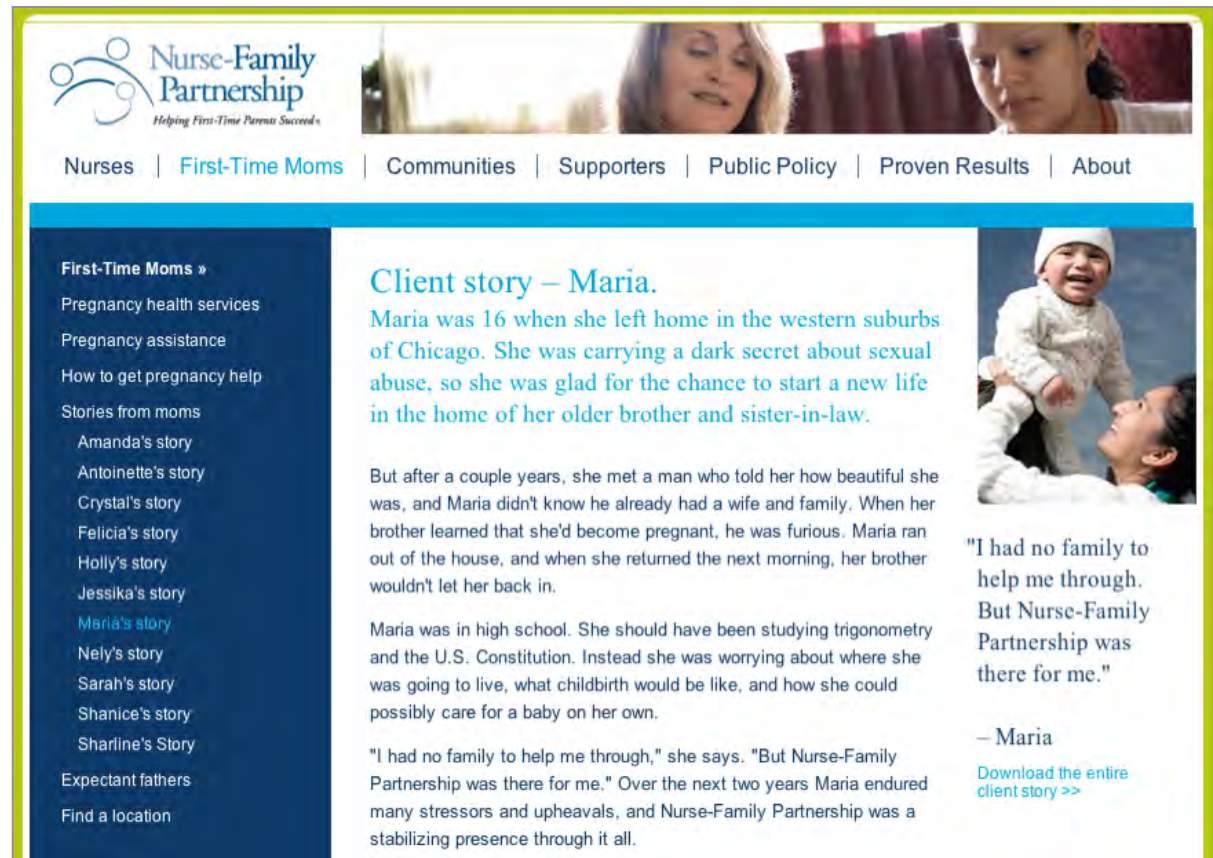


Nurse-Family Partnership

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 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. Below this is a dark blue sidebar with a "First-Time Moms" menu containing links to pregnancy services, assistance, help, and various mom stories, with "Maria's story" highlighted. The main content area features the "Client story – Maria." section, which includes a paragraph about her background, a quote from her, and a link to download the full story. To the right of the text is a photo of a woman holding a baby.

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.

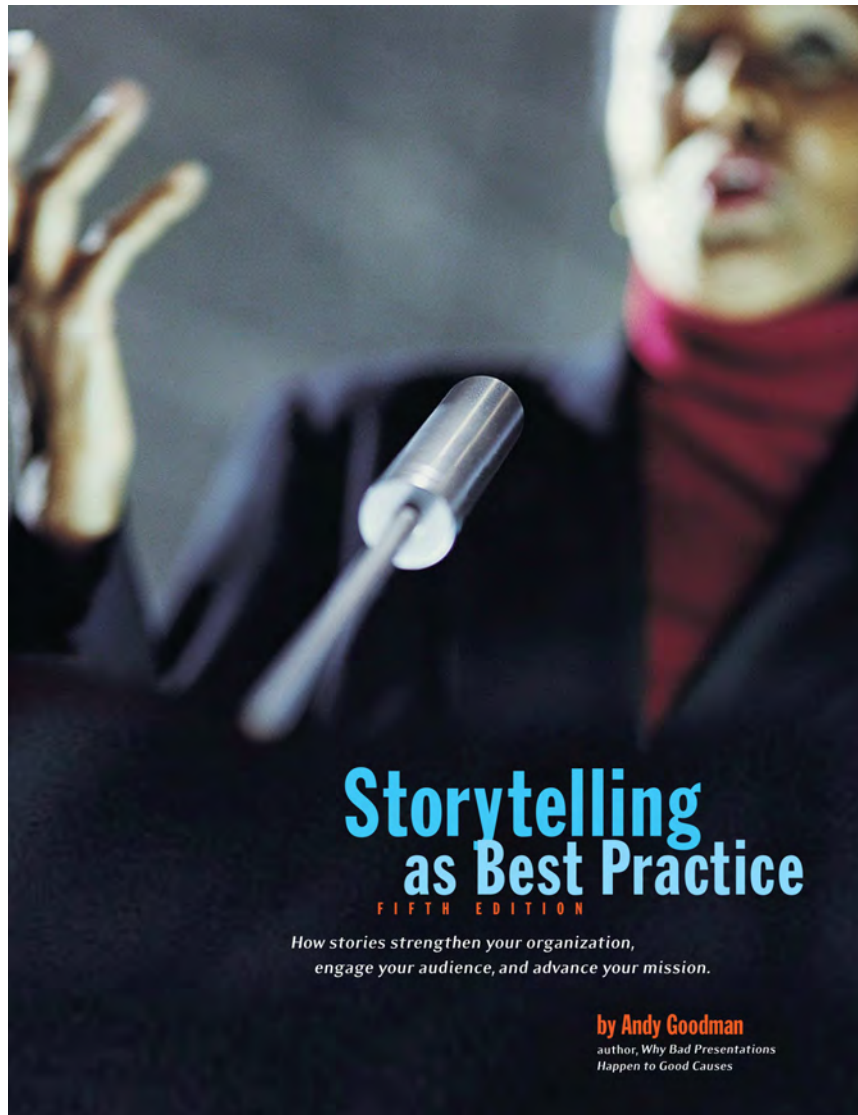
"I had no family to help me through," she says. "But Nurse-Family Partnership was there for me." Over the next two years Maria endured many stressors and upheavals, and Nurse-Family Partnership was a stabilizing presence through it all.

"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



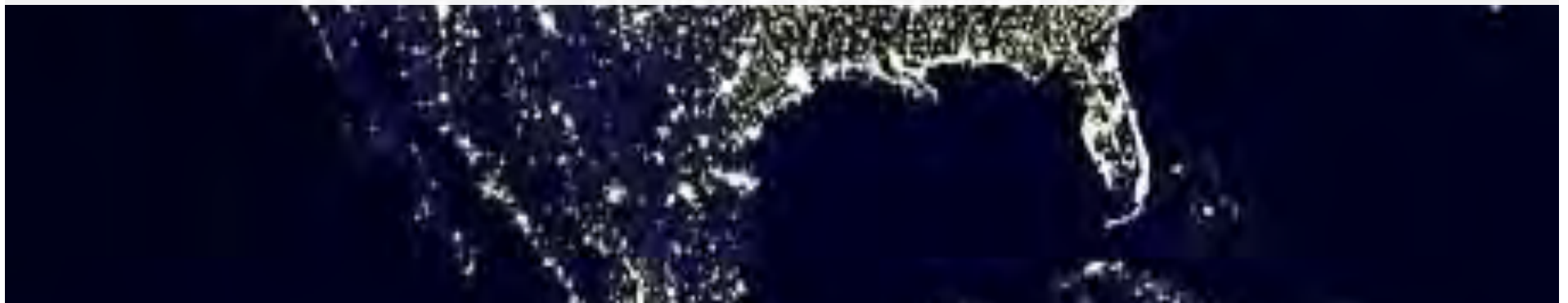
Thank you for taking the time to visit these sites. I hope the best practices in online storytelling you saw firsthand will help you improve your website and do a better job of telling your own stories.

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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