



Storytelling Best Practices: Websites

What stories should you tell on your site? And what are the most compelling ways to tell them? Learn from the best in my new free e-book.

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 (sadly) 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.



[Click here to download.](#)

Storytelling Best Practices: Websites is a new free e-book that showcases the best in online storytelling by nonprofits, foundations, government agencies, educational and cultural institutions.

Every best practice highlighted in the book comes with a live link (so you can explore further on your own), and along the way you'll see great examples of video storytelling, animation, storybanking, and all the different categories of stories your organization should be telling.

So download your free copy today, see the best of what's out there right now, and find new ways to do more powerful storytelling on your website.

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October 2011

Storytelling Best Practices: Websites

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Beth Drews Scholarships

Nomination deadline extended to October 28

The Secret to Better Webinars

It's hiding inside your radio



About Us

free-range thinking is written by Andy Goodman and edited

Beth Drews Scholarships

Nominations for 20 scholarships in 2012 will be accepted until October 28.

To honor the memory of Goodman Center co-founder Elizabeth Fair Drews, we established the Beth Drews Scholarships in 2010. Under this new program, twenty people from the nonprofit community were selected to receive full tuition to the classes of their choice offered by The Goodman Center.



We have been accepting nominations for scholarships in 2012 and originally announced a

deadline of September 30th. Since several nominators have contacted us after that date, we are extending the deadline to October 28th. Please note that nominees *must* be full-time employees of nonprofits, and nominations *must* come from foundations.

If you are a grantmaker and know of a nonprofiteer who would benefit from a Goodman Center class, we hope you will send the name our way. And if you work at a nonprofit, we encourage you to discuss this opportunity with your colleagues at foundations so they can put your name forward.

To learn more about the scholarships and to download nomination forms, just [click here](#).

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The Secret to Better Webinars

It's hiding inside your radio. Learn more on October 28th.

To save time and money, more organizations are conducting trainings and meetings online, but most of us have not been taught how to run a successful "webinar." As a result, these virtual gatherings are often boring, plagued with technical problems, and waste the time they're supposed to be saving.

It doesn't have to be that way, and we believe that one answer to improving webinars comes from an old friend - your radio. Join us on October 28 from 11a-12n PT (2-3p ET), and we'll show you:



- How to keep participants engaged from beginning to end
- The fine details of creating a good online experience
- How to use your two assets (voices and visuals) to maximum advantage
- What we learned from talk radio that makes webinars better

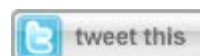
Tuition is just \$125 and discounts are available to organizations that register three students or more. To get additional information about ***The Webinar on Webinars*** and to register online, [click here](#).

by Lori Matsumoto. To read back issues, download free publications, and to learn more about our work, please visit www.agoodmanonline.com and www.thegoodmancenter.com.

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