

Storytelling for nonprofits

Useful links

STORY STRUCTURE

[For written stories – inverted pyramid, pull quotes](#)

COMMON CAUSE

Want to understand why values and frames matter and how to use them to create a better world? It's all explained in the clear, concise and digestible [Common Cause Handbook](#)

AUDIENCE SEGMENTATION

Freerange Future's Nonprofit Marketing Secrets [eBook](#)
[A Nonprofit's Guide to Building Audience Personas](#)

RISK/ETHICS

[Indigenous cultural protocols \(bereavement practices\) from the ABC](#)

[The Sacred Story — Ethical Storytelling](#)

ADDITIONAL FILM MAKING LEARNING

[This course is offered at IDEO](#)

Jeni Lee recommends these sites for tutorials:

[Learn story](#)

[New Doc Editing](#)

DIGITAL STORYTELLING METHODOLOGY

[8 steps to great digital storytelling](#)

JENI LEE'S WEBSITE

www.carouselmedia.com.au

AND FILM LINKS

[Girl effect, the clock is ticking](#)

[In Lebanon](#)

[In D.R. CONGO. The story of a frig](#)

[Girl effect. Rwanda's powerful voice of change](#)

[The boat: graphic novel sbs online](#)

ARCHETYPES

[The Writer's Journey: Mythic Structure for Writers](#)

[What are archetypes and how do I use them in storytelling Part 1](#)



**FREERANGE
FUTURE**

www.freerangefuture.com