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# RETHINKING NON-PROFIT STORYTELLING: EMPOWERING VOICES

Nonprofit storytelling has the power to transform the lives of those served. But in my experience, focusing on pity and despair is an outdated approach. Instead, storytelling should focus on resilience and strength, and if done thoughtfully, can inspire action and drive donations.

Options (JAFCO), Florida's Children First, and The Holocaust Museum of South Florida in Dania Beach are doing incredible work to support their communities. By focusing on the strengths and resilience of the people they serve, these organizations are creating powerful and inspiring stories.



For example, JAFCO highlights the uplifting success stories of children who have overcome adversity, such as youth who have graduated from their programs and gone on to college or successful careers. Similarly, Florida's Children First, a law practice dedicated to providing legal

### A More Empowering Approach

- **Highlight the Issues:** Rather than focusing solely on individual hardships, I suggest delving into the systemic issues that contribute to these challenges. For instance, instead of simply highlighting poverty, discuss the impact of systemic issues or lack of affordable housing.
- **Center the Voices of Those You Serve:** Give individuals and communities a platform to share their own stories in their own words. This not only adds authenticity but also encourages self-advocacy.
- **Celebrate Achievements and Milestones:** Focus on the progress and victories, no matter how small. This helps to shift the narrative from one of perpetual need to one of hope and possibility. Nonprofit organizations including Jewish Adoption and Family Care

services for abused, disabled and injured children, promotes their impact of their life-changing work through sharing stories of children who have received justice and of their ability to implement policy changes. The Holocaust Museum of South Florida in Dania Beach focuses its storytelling on survivors, ensuring their stories are shared long after their gone. While emphasizing their resilience and the



importance of remembering the past to prevent future atrocities, the museum also advocates to ensure survivors are well cared for in their final years.