

# Storytelling Is Serious Business



# Why Should Non-Profits Tell Stories?

- Visual storytelling can:
  - Attract new audiences
  - Influence the global conversation
  - **Inform busy policymakers**
- Non-profits can:
  - Share “on the ground” stories
  - Reach motivated audiences directly
  - **Increase nuanced understanding of complex issues**
- Lessons learned:
  - Be a trusted source
  - Share and share again
  - **Don't oversell impact, but don't underestimate it either**

# Storytelling Brings Integrated Development to Life

HEALTHY PEOPLE | INTEGRATED  
HEALTHY ENVIRONMENT | DEVELOPMENT  
IN TANZANIA



# Storytelling Brings Integrated Development to Life

A young girl with dark hair, wearing a brown shawl over a blue top, walks towards the camera on a paved road. In the background, several people are standing near a vehicle, and the setting appears to be a rural village with lush greenery.


**“NEPAL’S RURAL  
VILLAGES HAVE  
STRUGGLED  
FOR DECADES  
TO LIVE IN  
BALANCE  
WITH THEIR  
ENVIRONMENT.”**

*- SCALING THE MOUNTAIN*

[www.newsecuritybeat.org/scalingthemountain](http://www.newsecuritybeat.org/scalingthemountain)



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A woman with dark hair, wearing a bright pink t-shirt and a red beaded necklace, is seated in a mountainous landscape. The background shows rolling hills and mountains under a hazy sky. The woman has a serious expression.

**“MY IN-LAWS  
USED TO SAY THAT  
HAVING ONE SON  
WAS JUST LIKE  
HAVING ONE EYE:  
WHEN IT GOT DAMAGED,  
THERE WOULD BE  
NOTHING.”**

- Aitimaya Chepang, PHE Peer Educator

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“PEOPLE  
ALSO  
SAY  
THAT  
A  
SMALL  
FAMILY  
IS  
A  
HAPPY  
FAMILY.”

- NIRMAYA CHEPANG

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“YOU HAVE  
TO ADDRESS  
THE  
HUMAN SIDE ...  
SO THAT  
PEOPLE  
HAVE AN  
ENTRY POINT  
INTO  
THE  
ENVIRONMENT.”  
- SEAN PEOPLES



Storytelling Brings Integrated Development to Life

# PAVING THE WAY

*ETHIOPIA'S YOUTH ON THE ROAD TO SUSTAINABILITY*

[www.newsecuritybeat.org/pavingtheway](http://www.newsecuritybeat.org/pavingtheway)

