

Nonprofit Storytelling Summit 2025

April 23, 2025 | Bridgewater Place | Knoxville, TN

TIME	SESSION
8:00 am – 8:45 am	Registration & Breakfast
8:45 am – 9:00 am	Welcome & Summit Launch: Dr. Kevin Dean, TNN & Tony Murchison, UT Knoxville
9:00 am – 9:45 am	Keynote Address: Amber Parker, IJAMS
	<i>The Stories We Tell: Crafting a Narrative for Nonprofit Success</i>
9:50 am	Short Break – Room Transition
10:00 am – 11:00 am	Breakout Sessions
Organizational Culture	<i>The Transformative Art and Power of Storytelling</i> <i>Kiran Singh Sirah, Storytelling: A Gift of Hope</i>
Data-Driven	<i>Transforming Data into Impact: Leveraging Storytelling for Effective Evaluation Communication</i> <i>Hannah Wohltjen & Jessica Gibbons, Elevate Consulting</i>
Advocacy	<i>Lessons From My Third Grade Journal on Storytelling and Advocacy</i> <i>Tyrus B. Sturgis, Heritage Foundation of Williamson County, TN</i>
Operations	<i>Telling the Deeper Story</i> <i>Naomi Asher, The Maven Consulting</i>
11:00 am – 11:15 am	Short Break – Room Transition
11:15 am – 12:15 pm	Breakout Sessions
Organizational Culture	<i>Maximizing Storytelling through Employee Engagement</i> <i>Beth Koffman and Haley Fortune, Community Foundation of West Tennessee</i>
Digital, Tech, & Innovation	<i>Advocacy Amplified: Using Digital Tools to Drive Nonprofit Impact</i> <i>Naomi Oriol, Points North Studio</i>
Data-Driven	<i>Transforming Your Numbers and Words into Impactful Stories</i> <i>Cayci Banks & Melissa Strompolis, 1000 Feathers</i>
Operations	<i>Leadership at Every Level: Your Story. Your Impact.</i> <i>Matthew Lee, ABR Firm</i>
12:15 pm – 12:55 pm	LUNCH & NETWORKING
1:00 pm – 1:30 pm	TN-TALKS (Main Room)
	<i>The Power and Importance of Storytelling</i> <i>Tearsa Smith, Good Morning Tennessee</i>
	<i>Exploring the English Language, Etymology, and the Power of Word Choice in Nonprofit Storytelling – Morgan Faulkner</i>
1:45 pm – 2:45 pm	Breakout Sessions
Operations	<i>Turning Stories into Action: Mobilizing Volunteers & Engaging Supporters</i> <i>Grace Litza, Taproot Foundation</i>
Digital, Tech, & Innovation	<i>Crafting Compelling Stories for Aligned Advocacy and Action</i> <i>"Emalea Rieckhoff & Andy Nix, Consilience Group</i>
Organizational Culture	<i>The Six Questions for a Story</i> <i>Dr. Kevin Dean, Tennessee Nonprofit Network</i>
3:00 pm – 3:45 pm	Closing Session and Door Prizes