Nonprofit Storytelling Summit 2025

April 23, 2025 | Bridgewater Place | Knoxville, TN

Schedule

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 Knox
9:00 am – 9:45 am	Keynote Address: Amber Parker, IJAMS
	The Stories We Tell: Crafting a Narrative for Nonprofit Success
9:50 am	Short Break – Room Transition
10:00 am – 11:00 am	**Breakout Sessions**
Organizational Culture	***The Transformative Art and Power of Storytelling*** *Kiran Singh Sirah, Storytelling: A Gift of Hope*
Data-Driven	***Transforming Data into Impact: Leveraging Storytelling for Effective Evaluation Communication*** *Hannah Wohltjen & Jessica Gibbons, Elevate Consulting*
Advocacy	***Lessons From My Third Grade Journal on Storytelling and Advocacy*** *Tyrus B. Sturgis, Heritage Foundation of Williamson County, TN*
Operations	***Telling the Deeper Story*** *Naomi Asher, The Maven Consulting*
11:00 am – 11:15 am	***Short Break – Room Transition***
11:15 am – 12:15 pm	***Breakout Sessions***
Organizational Culture	***Maximizing Storytelling through Employee Engagement*** *Beth Koffman and Haley Fortune, Community Foundation of West Tennessee*
Digital, Tech, & Innovation	***Advocacy Amplified: Using Digital Tools to Drive Nonprofit Impact*** *Naomi Oriol, Points North Studio*
Data-Driven	***Transforming Your Numbers and Words into Impactful Stories*** *Cayci Banks & Melissa Strompolis, 1000 Feathers*
Operations	***Leadership at Every Level: Your Story. Your Impact.*** *Matthew Lee, ABR Firm*
12:15 pm – 12:55 pm	***LUNCH & NETWORKING***
1:00 pm – 1:30 pm	***TN-TALKS (Main Room)***
1:45 pm – 2:45 pm	***Breakout Sessions***
Operations	***Turning Stories into Action: Mobilizing Volunteers & Engaging Supporters*** *Grace Litzau, Taproot Foundation*
Digital, Tech, & Innovation	***Transmedia-Storytelling: Engaging Communities for Social Impact and Sustainable Revenue*** *Haydn Corrodus, H.C. Consultancy*
Organizational Culture	***The Six Questions for a Story*** *Dr. Kevin Dean, Tennessee Nonprofit Network*
3:00 pm – 3:45 pm	***Closing Session and Door Prizes***