



# Nonprofit Financial Management

TELLING YOUR FINANCIAL STORY TO DIFFERENT AUDIENCES

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

# Nonprofit Financial Management

## Telling Your Financial Story to Different Audiences

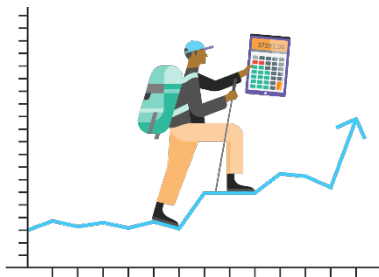
Nonprofit leaders must know, own, and effectively articulate their organization's financial story. By communicating this story well, leaders build trust and credibility, contextualize financial reports, connect finances to mission, and advocate for their organization's needs. In this webinar, NFF will guide you through the process of crafting a compelling financial story for your organization with budgets, dashboards, financial statements, and other materials. NFF will also offer techniques for getting to know your various audiences, positioning your financial story for each of your audiences, and engaging your board and other stakeholders during times of crisis.

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### Learning Goals

- Use data to facilitate powerful strategic conversations
  - Explore the components of powerful financial stories
  - Tailor financial stories for different audiences
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### Key Concept: Know Your Audience(s)



#### External Audiences: Clients, Funders, Partners

- Demonstrates need and context
- Supports reporting and compliance
- Increases confidence in management



#### Internal Audiences: Board, Staff, Volunteers

- Focuses everyone on the priorities
  - Transforms culture and practice
  - Increases confidence in management
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## Activity: Three Forms of Financial Storytelling

Every nonprofit has a story. Stories offer nonprofits opportunities to share their mission, highlight accomplishments, and inspire support. Although it may seem unusual to center a narrative around numbers, storytelling can be equally compelling in finance.

In finance, you can build a story around **trends**, your **business model**, or your **evolution**. Use the matrix below to sketch out a (very brief) outline of these stories for your organization!

Trends	Business Model	Evolution
<i>What trends have you experienced?</i>	<i>How do you make and spend money to support your mission?</i>	<i>How is your organization evolving?</i>
<i>How did you respond? Why?</i>	<i>What can [audience] do to help?</i>	<i>What would support that growth?</i>

## Activity: From-To Think-Do Matrix

We'll admit it – this name isn't the best. But the framework is useful! It helps you consider:

- Where your audience is currently **(from)** and where you want them to go after hearing your financial story **(to)**
- Your goals for changing your audience's minds **(think)** and actions **(do)**

**What is a key audience for your nonprofit?**

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**What is a change you'd like them to make after hearing your story?**

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**Fill out this matrix to think through how stories can get your audience(s) from point A to point B!**

	From...	To...
Think		
Do		

## Reflection Questions

- What should an effective financial story include? Who is the primary audience of our financial story?
  
  
  
  
  
  
  
  
  
  
- What information does our organization need to craft an effective financial story? Who within my organization can I reach out to help craft a financial story for my organization?
  
  
  
  
  
  
  
  
  
  
- Which audiences want to hear your organization's financial story?
  
  
  
  
  
  
  
  
  
  
- How do we communicate our financial story during times of crisis – especially to our staff and board?
  
  
  
  
  
  
  
  
  
  
- What are three actions I can take now to begin crafting a financial story?

## Key Takeaways

- Financial stories are meant to align our organization's financial decisions with our vision, mission, and organizational values
- There are three financial stories we can tell – historical trends, current business model, or route to future evolutions
- From-To-Think-Do Matrix – how do we want our audience to act/feel after hearing the financial story? What do they think/do before hearing it?
- **Additional Resources:** [Guiding Questions for Common Storytelling](#), [Guiding Questions for a Comprehensive Financial Narrative](#), [Telling your Financial Story](#)

## Notes