

Storytelling for Fundraising & Advocacy Cohort (2026 Winter)

Schedule of Classes*

Class Attendance: One full or part-time staff member whose job duties include marketing and communications (main participant) is expected to attend all classes in their entirety, as classes are not recorded and each class provides a foundation for the class to come. Participants are also encouraged to schedule coaching sessions, as needed with the Storytelling Coach. An additional participant such as an executive leader or board member can accompany the main participant to the class sessions.

Time Commitment: Homework will be assigned for each class, and it is anticipated that homework assignments will take approximately 2 hours to complete. In total, considering both homework and class time, participants should anticipate a commitment of approximately 4 hours per week from January – April 2026.

Location: Sapphire Room at IEHP Center for Learning and Innovation (9500 Cleveland Avenue, Rancho Cucamonga, CA 91730)

Failure to meet the attendance and engagement requirements may result in dismissal of the participant from the program.

Class Session	Date	Time	Class Theme	Objectives & Deliverables
1	January 14, 2026	10am – 1pm	The Power of Storytelling	<i>Objective:</i> Establish why storytelling is a catalyst for change and fundraising success and begin building trust in the cohort. <i>Deliverable:</i> Organizational Storytelling Self-Assessment
2	January 28, 2026	10am – 12pm	Foundations of Compelling & Responsible Storytelling	<i>Objective:</i> Learn narrative structures and trauma-informed approaches to telling and holding stories responsibly. <i>Deliverable:</i> Outline of first draft story using a covered framework

We inspire and ignite the health of the Inland Empire



3	February 11, 2026	10am – 12pm	Story Mining and Collection	<i>Objective:</i> Equip participants to uncover, collect, and preserve stories from staff, clients, and community members with care and strategy. <i>Deliverable:</i> Story sourcing plan
4	February 25, 2026	10am – 12pm	Adapting Stories for Advocacy	<i>Objective:</i> Use storytelling as a lever for policy and systems change. <i>Deliverable:</i> TBD
5	March 11, 2026	10am – 12pm	Adapting Stories for Fundraising	<i>Objective:</i> Craft emotionally resonant donor appeals, grant narratives, and case statements that connect mission to impact. <i>Deliverable:</i> Story-based fundraising appeal
6	March 25, 2026	10am – 12pm	Telling Your Story to the Media	<i>Objective:</i> Equip leaders to understand the basic principles of telling their story through earned media engagement. <i>Deliverable:</i> Messaging matrix with sound bites, data, and story examples.
7	April 8, 2026	10am – 12pm	Multi-Channel Storytelling & Practice Showcase	<i>Objective:</i> Match stories to the right platforms for maximum reach and engagement. <i>Deliverable:</i> One story mapped to three channels in a storytelling distribution plan.
8	April 22, 2026	10am – 1pm	Story Showcase	<i>Objective:</i> Share and celebrate participant work. <i>Deliverable:</i> Final story delivered verbally based on a written script or talking points. A graduation certificate for each participant.

**Classes subject to change with advance notice.*