



## **NEW! Growing Your Stories – Storytelling Techniques for Not for Profits**

**with Heidi Holtz**

**Tuesday, October 29, 2019**

**8:30 am – 12:30 pm**

**Fee \$80, includes light refreshments**

**REGISTER ONLINE at [www.hsctc.org/workshops](http://www.hsctc.org/workshops)**

**Borg Warner Conference Room, Tompkins County Public Library,  
E. Green St. at S. Cayuga St., Ithaca ([driving and access directions below](#))**

**Presented by the Human Services Coalition**

**Co-sponsored by the Tompkins County Public Library**

Not for profit organizations are adept at uncovering their stories, but not always sure how to share them ethically, intentionally and effectively.

Andy Goodman (The Goodman Center) teaches us that stories are our most powerful communication tool. If we collect and utilize them well, they will help shape our identity, influence others, and strengthen advocacy, recruiting and communication efforts.

With Goodman's work as a guide, this workshop will teach you:

- The best types of stories to tell
- How to collect and bank stories
- Techniques on how to share stories and who to share them with to maximize impact
- How to use stories to build board and staff buy-in
- How to create a storytelling culture at your organization

The workshop will be interactive – participants will be encouraged to share stories and participate in various exercises to stimulate discussion and learning. The instructor will also share how 18 not for profit organizations in Central New York have continued to collectively work to increase their storytelling capacity.

### **About the Presenter**

Heidi Holtz is the Owner/Principal of Stillwork Consulting Group LLC. She specializes in helping nonprofits and organizations grow their capacity in board development, strategic planning, communications, storytelling, resource development and leadership.

From 2005 to 2018 Heidi was on the senior leadership team of the Gifford Foundation in Syracuse, NY. While there she developed a number of initiatives, among them StoryGrowing, a training program for nonprofits who wish to build their storytelling capacity. Prior to Gifford, Heidi spent 25 years in arts administration including nine years as Director of Communications at Syracuse Stage. She has taught at Syracuse University and Ithaca

Heidi holds certifications in Nonprofit Lifecycles (capacity building system), BoardSource Nonprofit Board Consultant, and as an Appreciative Inquiry facilitator.

### **Registration and Payment**

**Register online at [www.hsctc.org/workshops](http://www.hsctc.org/workshops).** If you are unable to register and pay online please call 607-273-8686 or email [registration@hsctc.org](mailto:registration@hsctc.org).

## **Cancellation Policy**

**All registration sales are final - we are unable to refund or transfer fees onto a different workshop for missed sessions.** At times a workshop may be cancelled due to inclement weather or other issues. If this occurs, we will post the cancellation on our website: [www.hsctc.org/workshops](http://www.hsctc.org/workshops), email all registered participants, and refund any prepaid fees. If you plan to walk-in, please check our website for the most up-to-date information prior to attending.

## **Scholarships**

Limited scholarships are available to agencies whose non-profit board and staff members cannot attend without one. To request a scholarship, email: [registration@hsctc.org](mailto:registration@hsctc.org) in advance of the workshop.

## **Snacks**

Coffee, other drinks, and snacks are provided at all workshops; lunch is not provided. Attendees at sessions in the Borg Warner Room may leave and eat lunch on the beautiful Ithaca Commons.

## **Special Needs**

Please notify us if you have any special needs; the Coalition wishes to make its workshops accessible to everyone.

**For the comfort of everyone, HSC workshops are fragrance free. We appreciate your cooperation.**

## **Driving and access**

The Library is located in downtown Ithaca on the corner of East Green and South Cayuga Streets.

## **Directions for accessing the Library**

The Library does not open its Main door until 9:30 am, please go to the northeast corner of the building opposite the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

## **Driving Directions**

**From North or South on Rt. 13 or 34:** Proceed to Green Street in downtown Ithaca. Turn East (toward Cornell and downtown) on Green Street. Proceed approximately six blocks to Cayuga St, take a right turn and proceed as below.

**From South on Rt. 96b:** Proceed down hill on Aurora Street to East Clinton Street. Turn left and proceed to Cayuga Street. Turn right on Cayuga Street and proceed as below.

**From East on Rt. 79 or 366:** Proceed to downtown on State St hill and veer right onto Seneca St at the bottom of the hill. Stay in the left lane of Seneca St until you come to Cayuga St. Turn left on Cayuga St and proceed as below.

**From West on Rt. 79, 96 or 89:** Proceed east to Fulton St. Turn right on Fulton St and stay in the left lane. Turn left on Green St and proceed about seven blocks to Cayuga Street. Turn right and proceed as below.

**From all directions:** Park in the Cayuga St. parking garage behind the Library and across from the Hotel Ithaca, or in the Green St. garage (entrance is past the "Pay and Display" and after the Cinemapolis sign on the left) diagonally across from the Library. Please note that "Pay and Display" parking is an option but the cost is twice that of the Green St. or Cayuga St. garages. The Library does not open the main door until 9:30 am, so go to the northeast corner of the Library building next to the TCAT Green Street Station, turn right and enter at the door on the right under the green canopy. The Borg Warner room is immediately on your right.

## **Accessible Parking**

We recommend parking on the first floor (it's actually the second floor of the structure) of the Green Street parking garage near the lime green wall labeled "Green Street." There is an elevator that will take you down to the ground floor which outlets at the crosswalk on Green Street. Cross the street, turn right and it's a short distance to the northeast corner of the library, next TCAT's Green Street Station. Enter at the door under the green canopy. The Borg Warner room is immediately on your right. If the accessible parking spots are taken near the elevator you can also go one floor up and there are more spaces next to the elevator on the roof.

**The Coalition is a United Way agency.**