

NSN's 2018-2020 Strategy:

Grow Through Diversification

Engaging a variety of genre and generation brings strength. As we intentionally embrace a broad view of storytelling and storytellers, we become more resilient and better informed. Collaboration is more meaningful when differing perspectives and priorities enter the discussion.

Grow Better

Members and prospective members must see and appreciate the benefits of joining NSN. To that end, we must refine, extend, and promote those benefits.

1. **Refine** - we need to be clear about how membership helps storytellers, story listeners - and the art of storytelling. In doing so, we should not neglect the benefit of participation.
2. **Extend** - as we grow, we should continually identify the diverse needs of storytellers and audiences and develop creative ways to address those needs with available resources.
3. **Promote** - compelling marketing will connect prospective members with valuable services, programs, and opportunities to serve—leading to membership growth.

Grow Bigger

Build membership through three paths -

1. **Recoup** - invite past members to re-join us for our new adventure.
2. **Retain** - take good care of members, and help them renew their memberships. One key to retention is engagement – a concerted effort to involve members in meaningful ways.
3. **Recruit** - identify and approach story practitioners who may not be aware of NSN and explain how membership could benefit them - and how they can help us, too.

Grow Bolder

Rebuilding depleted reserves will ensure our stability and longevity, allowing us to make bold moves and to weather tough times. There are several paths to be pursued:

1. **Persistent sponsorship** - we need to establish on-going relationships with sponsors and partners whose interest in storytelling makes support for NSN attractive.
2. **Non-traditional donations** - we will investigate development of things like planned giving, used vehicle donations, and other innovative donation plans.
3. **Donation appeals** - there are members and non-members who are interested and able to provide additional support for NSN, if we make our needs known and provide a good case for the value we can provide as an organization.

Change also brings challenge. We must reach for full engagement with all genres and generations of storytellers. Will we be vulnerable enough and persistent enough to discover the gems that await us?