



## Sunflower Foundation

HEALTH CARE FOR KANSANS

### FOR IMMEDIATE RELEASE

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For more information, contact Billie Hall, President and CEO, Sunflower Foundation, at 785-232-3000 or 785-845-8669.

### **Speaker highlights value of storytelling for nonprofits**

WICHITA – His style is entertaining, but his message is serious: If nonprofit organizations are going to be effective, they need to learn how to tell their stories and that means crafting messages that can be delivered to the right audience at the right time.

Andy Goodman, a nationally recognized public interest communication specialist, will be the final speaker in a new series sponsored by the Topeka-based Sunflower Foundation: Health Care for Kansans.

Goodman will speak at **3:30 p.m. Wednesday, May 20, 2009, at the Hyatt Hotel in Wichita**. The speech and reception that follows are free and open to the public, but reservations are required by calling 785-232-3000 or 866-232-3020.

Goodman is best known for his speeches and workshops on storytelling, presentations and strategic communication. He also is the author of “Storytelling as Best Practice” and “Why Bad Ads Happen to Good Causes,” and publishes a monthly journal, “Free-range Thinking,” to share best practices in the field.

Among his many accomplishments, Goodman has presented at Harvard’s Kennedy School of Government and the Woodrow Wilson School of Public Affairs at Princeton. He serves on the faculty of the Communications Leadership Institute, which trains nonprofit executive directors and grantmakers.

In 2007, Al Gore selected Goodman to train 1,000 volunteers to help the former Vice President engage more Americans in the fight against global warming.

“The art of storytelling as an effective tool for sharing mission, generating support and advocating for change is important for everyone who works in nonprofits,” said Billie Hall, President and CEO of the Sunflower Foundation. “Andy Goodman brings a fresh approach to this way of doing business, and will help nonprofit leaders see they can communicate in new and effective ways.”

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Goodman is the fourth and final nationally known speaker that the Sunflower Foundation is bringing to Kansas to highlight the importance of effectively communicating and advocating for health issues in the state.

Other speakers in the Sunflower Foundation series were acclaimed author and activist, David Cohen, a former leader of the Advocacy Institute and Common Cause; public policy expert Ann Wiesner, a principal with Grassroots Solutions, a Minnesota-based firm specializing in helping non-profit organizations achieve their public policy objectives; and Susan Dentzer, editor of the journal "Health Affairs" and health correspondent for "The NewsHour with Jim Lehrer."

The Sunflower Foundation is a health philanthropy with a mission to serve as a catalyst for improving the health of Kansans. The foundation's funding priorities are health care access, healthy behaviors and prevention, capacity building and advocacy. More information can be found at [www.sunflowerfoundation.org](http://www.sunflowerfoundation.org).

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