



WellTold

A Non-Profit Storytelling Conference

Your Sponsor Invitation

April 30, 2026 • Fargo, ND

This is not a typical nonprofit conference.

Another conference full of inspiration that's hard to convey to your team, panel discussions that don't dive deep enough to be meaningful, and 30,000-foot ideas that you can't channel into action? Nope. That's not WellTold.

When we couldn't find a nonprofit storytelling conference focused on frameworks and tactics that equip nonprofits and changemakers to act, we decided to create it. We wanted real talk, real skills, and real plans that invite supporters into nonprofit missions. WellTold is built on best practices for adult learners, providing intentional tactics, actionable frameworks, and concepts that apply across organizations of all sizes. Every speaker delivers ideas that changemakers can put into action tomorrow. And they deliver inspiration too, because who are we kidding – it's impossible to be in a room full of world-changing nonprofit leaders and not leave feeling inspired!

WellTold: A Nonprofit Storytelling Conference is an intentional gathering place for nonprofit leaders, storytellers, and changemakers who believe stories can fuel generosity, trust, and lasting community impact. On April 30, 2026, we'll gather more than 250 nonprofit leaders in Fargo to learn, connect, and grow. Plus, we'll have another 250-300 joining us online.

250
NONPROFIT
LEADERS

250+
VIRTUAL
ATTENDEES

When you sponsor WellTold, you're not just putting your logo on a screen or standing by a booth. You're investing in the people who are building stronger communities every day. You're giving nonprofit executives, fundraising professionals, and communications staff the tools they need to share their impact and connect with donors in powerful ways. We've built WellTold specifically to deliver effective tactics and frameworks that nonprofits can use right away to share their stories of impact and invite folks to support their missions.

Together, we'll equip nonprofits to share the stories that matter most and inspire action from donors, volunteers, and supporters.

“

Anyone in the nonprofit world needs to attend this conference. It is not just a conference, it's an inspirational event and a meeting place for new-found friendships. This gathering will bring new life to what you do, your organization, and your donors. It is a gathering that will stick with you.

Julie, Nonprofit Development Director and 2025 Attendee

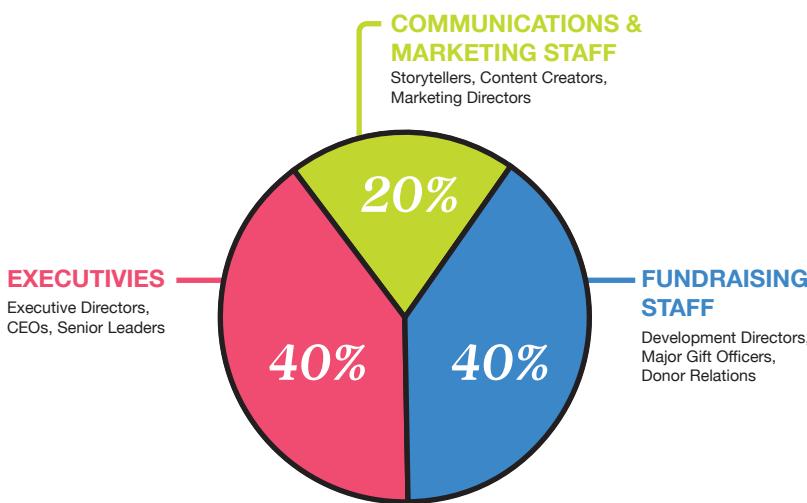
We'd love your help to make the magic happen for this community of changemakers.



Who Attends

WellTold attracts mission-driven professionals who shape the future of nonprofits across the Upper Midwest at our in-person event and around the world (really!) through the online livestream.

In 2025, we had in-person attendees primarily from North Dakota and Minnesota, with online attendees from 17 US states and 4 countries outside the US. As we grow the attendees to 250 in-person and 250-300 online, we're anticipating this breakdown:



For sponsors, this means meaningful connections with decision-makers and implementers —the people who select and champion the tools, services, and partnerships nonprofits need. During the in-person event you'll be able to directly connect with these folks and also get exposure to those folks joining the online livestream.



Why does story matter to nonprofits?

- INCREASED
- DONOR
- RETENTION

According to Nonprofit Source, nonprofits that effectively use storytelling in their fundraising efforts have a donor retention rate of 45%, compared to 27% for organizations that do not focus on storytelling.

45% DONOR RETENTION RATE

This means that storytelling fosters a stronger emotional connection with donors, encouraging them to stay committed to the cause.

- HIGHER
- FUNDRAISING
- SUCCESS

A Stanford Social Innovation Review study found that nonprofits that tell engaging stories raise twice as much money on average as those that don't.

2x AMOUNT OF FUNDS RAISED

Don't underestimate the impact of emotional storytelling on the willingness of donors to give and contribute to a nonprofit's mission.





“What struck me about WellTold was the genuine energy of the event. The host and speakers seemed like they were happy to be there and excited to share what they knew. There were humorous and organic moments that held my attention. Even as a virtual attendee, I found myself more engaged than I thought I would be.”

MATT, MARKETING & COMMUNICATIONS COORDINATOR



“As an event planner myself, I tend to pay attention to all the planning details. This event was so well-curated, thought-out, and executed. I loved the speakers and there were so many intentional details throughout the day. Hats off, great job!”

DEIDRE, EVENT PLANNER



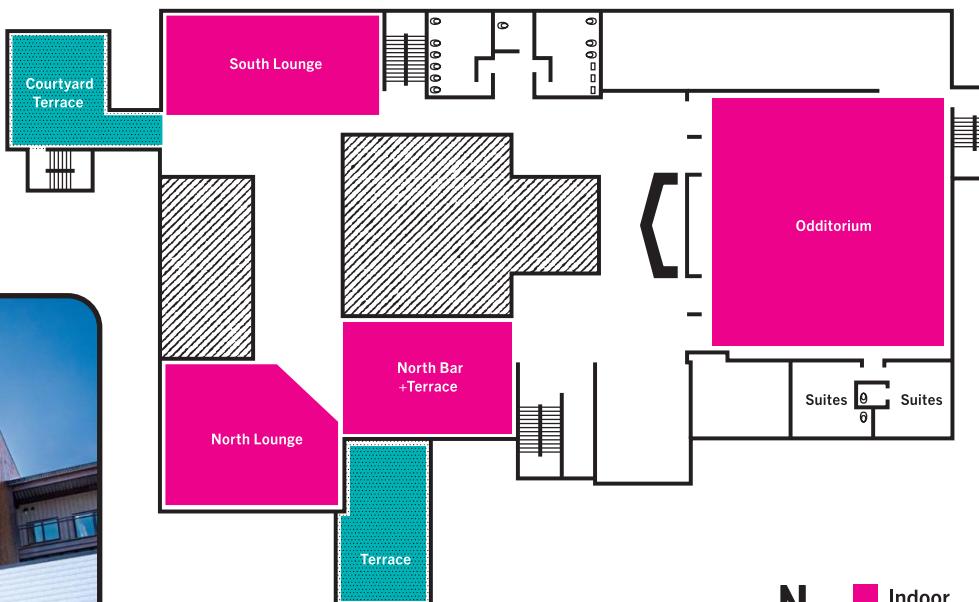
When you partner with WellTold, you:

- **Connect directly with nonprofit leaders** seeking innovative tools and community-driven solutions
- **Show your commitment** to strengthening the sector and investing in impact
- **Join a story** that goes far beyond a one-day event — one that helps organizations thrive year-round through the WellTold Community

Your sponsorship helps us:

- Keep the conference accessible to small and mid-sized nonprofits who have limited professional development budgets
- Create an environment where leaders feel equipped with effective tools and inspired to take action
- Build connections that ripple out into stronger, more resilient communities
- Connect changemakers and nonprofits leaders to each other during the event and beyond in the online WellTold Community

2026 Venue



**"In the non
profit world,
we need knowledge, yes,
but we need ACTIONABLE
knowledge and inspiration.
WellTold delivers this!"**

PAM, DEVELOPMENT DIRECTOR

"WellTold 2025 gave me actionable tools to set up a marketing schedule, which I actually DID! The event also inspired me to think a little bigger on what is possible and gave me step by step ways to get to those big goals. Cannot wait for the next one."

JEN, EXECUTIVE DIRECTOR HAVEN



Sponsorship Levels

	Storyteller \$10,000	Impact \$6,000	Ripple \$3,500	Exhibitor \$2,000
Conference Booth	Heart	10ft Booth High Traffic Area	Heart	10ft Booth
Logo on WellTold Website	Heart		Heart	Heart
Logo On-Screen During Event	Heart	Heart	Heart	Heart
Item in Attendee Swag Bag	Heart	Heart	Heart	Heart
Access to Event Photo Library	Heart	Heart	Heart	Heart
Recognition on Social Media	Heart	Heart	Heart	
Access to Online WellTold Community (1 Year)	Heart	Heart	Heart	
Recognition in Attendee Emails	Heart	Heart		
Recognition in Printed/Digital Program	Heart	Heart		
Recognition from Stage	Heart	Heart		
Recognition in Online Welltold Community	Heart	Heart		
Recognition Post-Event Thank You Message	Heart			
Access to Opt-In Attendee Email List	Heart			
Spotlight in WellTold Email Newsletter	Heart			
Host Event in Online Community (2026–2027)	Heart			
Post-Event Attendee Metrics	Heart			
Invitation to Introduce a Speaker	Heart			



"I have used several tips from the 2025 speakers into practice on projects, most recently while designing an EOY Giving letter/envelope. I regularly go back to my WellTold binder for inspiration!"



"WellTold was not only a great networking event, it was filled with great stories, ideas, conversations, and laughter."

JARED, MARKETING & DESIGN

Add-On Sponsorships

Want to make an impression? Add any of these to your sponsorship



Pinball Sponsor \$1,000

Our conference venue, Brewhalla, is known for its unique collection of pinball machines. Your sponsorship will load up changemakers with actual change to play during the pre-party, conference breaks, and happy hour.

Signage with your logo at the change station.

Coffee & Tea Sponsor \$1,500 (2 available, or contribute \$3,000 to be the sole sponsor)

Your sponsorship will energize 250 nonprofit changemakers as they dive into learning, because nothing fuels learning like a cuppa! We'll work with a local coffee house to provide high-quality coffee and tea throughout the event.

Signage with your logo at coffee and tea stations plus a shout out from the stage.

Lunch Sponsor \$2,500 (2 available, or contribute \$5,000 to be the sole sponsor)

We partner with a local nonprofit, Heart-n-Soul Community Cafe's catering services to support their mission of reducing food insecurity and supporting local food producers. Your sponsorship does a double-whammy of good: feeding 250 nonprofit changemakers and supporting local.

Signage with your logo at the lunch station plus a shout out from the stage.

Option to announce the menu and thank caterers from the stage.

Seat Cushion Sponsor \$2,500 (3 available, or contribute \$7,500 to be the sole sponsor)

Let's be honest: event venue chairs aren't that comfy. So we're going to give every attendee the "best seat in the house" (aka a seat cushion)! Your sponsorship helps 250 butts be comfier during the conference and beyond.

Get your logo on the seat cushion as part of the design.

Happy Hour Sponsor \$3,500

Wrapping up a day of learning together is best done by connecting over a beverage. Your sponsorship will help spark conversations among 250 nonprofit changemakers. We'll work with our venue partner, Brewhalla, to have a selection of alcoholic and NA beverage options.

Signage with your logo at beverage stations plus a shout out from the stage to kick off Happy Hour.

Pre-Party Sponsor \$4,000

On Wednesday evening, before the learning begins, we invite attendees to mix 'n' mingle and begin building connections. Folks can pick up badges and swag ahead of conference time. Your sponsorship makes sure we have the space, snacks, and beverages for 250 changemakers.

Signage with your logo at serving stations and the opportunity to greet each attendee at check-in.



Will You be Part of the Story?

Every nonprofit leader who attends WellTold carries new tools, frameworks, and inspiration back to their communities. When you sponsor, you're not just supporting a conference—you're helping hundreds of organizations connect with donors, raise more funds, and tell their story with confidence.

Together, we can create lasting impact.

Let's chat

We can craft the perfect sponsorship together. Reach out to Jenny or Rob to talk through the right investment for your goals.

Jenny Johnson

WellTold Sponsor Success Manager
Jenny@wetellwell.com

Rob Burke

DonorDock Sponsor Support
rburke@donordock.org



Tellwell
STORY CO. + STUDIO



DonorDock

WellTold is hosted by Tellwell Story Co. & DonorDock, in partnership with our community of sponsors and supporters.