



PORCHLIGHT STORIES

Illuminating Stories That Inspire, Connect, and Drive Impact

Lynne Switzer, Founder & Storytelling Strategist

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www.porchlightstories.com

Nonprofit Storytelling | Annual Reports | Donor Communications

Bringing Humanity to the Heart of Every Mission

I am a nonprofit communications strategist and storyteller with more than 20 years of experience helping mission-driven organizations communicate their impact in ways that strengthen trust, deepen engagement, and support fundraising.

I partner with organizations to capture authentic voices, shape clear and compelling narratives, and transform complex work into stories that resonate. From annual reports to donor communications, my work ensures that what matters most is not only seen, but felt and understood.

At my core, I am a listener. I founded Porchlight Stories on a simple belief: meaningful stories deserve to be told with warmth, honesty, and care. Inspired by the idea of a porch light left on to welcome others home, my work reflects a commitment to illuminating the people behind every mission.

Credentials & Impact

- Former Associate Director of Content at Paralyzed Veterans of America
- Ghostwriter and editor for individuals, business leaders, and national media personalities
- Built and managed a centralized Storybank containing thousands of constituent stories
- Increased digital engagement by 67% and link clicks by 97% through strategic storytelling
- Interviewed and documented hundreds of veterans, advocates, and newsmakers nationwide
- Produced communications campaigns across digital, print, broadcast, and live media platforms.
- Directed video productions and national campaigns from concept through execution
- Trusted by national nonprofits and mission-driven organizations





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Signature Services

Story-driven services that bring clarity, connection, and purpose to nonprofit communications.

Donor Communications & Fundraising Narratives

I connect generosity to real human outcomes, so nonprofits can deepen relationships and inspire continued giving.

Annual Reports

I transform data into meaningful stories, so your mission is communicated in ways that engage stakeholders and impact.

Website & Campaign Copy

I write copy that sounds human, not institutional, so your mission resonates with audiences and strengthens brand identity.

Advocacy & Brand Storytelling

I develop advocacy and brand narratives that position organizations as leaders while advancing awareness, influence, and meaningful change.

Human Interest Profiles

From transcript to final narrative, I highlight the people behind the mission through authentic, in-depth interviews.

Social Media Content

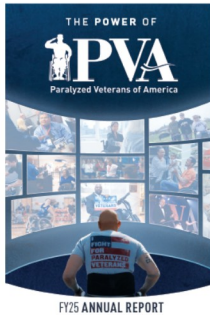
I create story-driven social media content that elevates engagement and connects emotionally with audiences.



The Power of PVA: 2025 Annual Report

Category: Annual Reports

PVA needed an annual report that did more than present information. It needed to connect complex programs, national advocacy, and human impact into one clear, compelling story.



Narrative-led report cover establishing the “Power of PVA” theme

Integrated storytelling and data to improve clarity and donor engagement

THE WORK

- Developed the overall narrative framework
- Directed content collection across departments using structured prompts
- Synthesized stories, data, and program impact into a cohesive narrative
- Led writing and editorial development for clarity, flow, and consistency
- Created content designed for reuse across campaigns and donor communications

RESULT

- Produced a narrative-driven annual report used as a strategic fundraising and communications tool
- Unified complex organizational work into a clear, engaging experience for stakeholders
- Enabled content reuse across donor communications, social media, and future campaigns

STRATEGIC VALUE

Most annual reports are read once, if at all. This report was built to function as a long-term communications asset. Content was structured for reuse across social, donor communications, and future campaigns, giving the organization a long-term storytelling asset. The result is a report that not only informs, but supports fundraising, storytelling, and brand positioning over time.

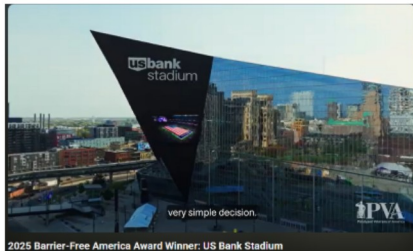
Full case study available at porchlightstories.com

Barrier Free America Award - Video

Category: Multimedia Storytelling

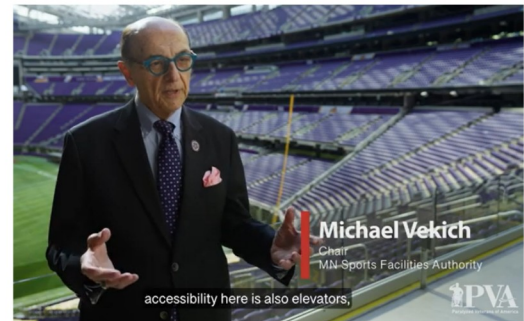
Award-winning video storytelling that elevates mission-driven work.

A national award honoring leaders in accessibility required more than event coverage. I led the development of a story-driven video that captured the human impact behind the recognition and elevated it into a lasting communications asset.



THE WORK

- Developed the narrative concept and storytelling framework
- Designed and conducted on-site interviews to capture authentic voices
- Directed story development from transcript to final narrative
- Partnered with videographer to shape tone, visuals, and pacing
- Led editing for clarity, emotional impact, and narrative flow



RESULT

- **AAF-ND Diversity Achievement Award, 2026 American Advertising Awards**
- Elevated visibility and credibility of a national recognition program
- Created a lasting video asset used across marketing, advocacy, and outreach

STRATEGIC VALUE

This project demonstrates my ability to lead story-driven video work from concept through execution, translating mission into narrative and producing content that strengthens brand positioning while connecting with audiences on a human level.

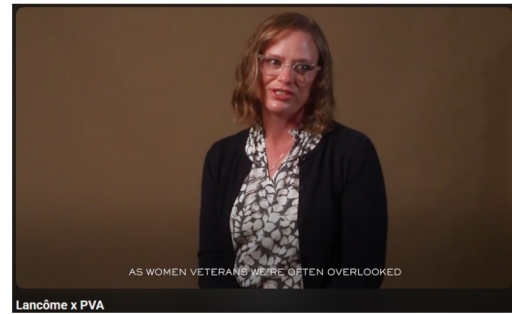
Full case study available at porchlightstories.com

Lancôme Partnership Video

Category: Narrative Transformation

When the story isn't landing, I help fix it.

Brought in during the final stages of a high-visibility partnership video to refine the narrative, strengthen emotional clarity, and ensure the story resonated with executive stakeholders.



THE WORK

- Assessed existing video and transcripts to identify narrative gaps and missed emotional opportunities
- Reframed the story to create a clearer, more compelling throughline
- Strengthened messaging to align with brand, audience, and partnership goals



RESULT

- Final video used in a partnership pitch to Lancôme / L'Oréal leadership
- Contributed to securing a high-profile brand partnership
- Elevated the quality, clarity, and effectiveness of a critical communications asset

STRATEGIC VALUE

This project reflects my ability to step into existing work, quickly diagnose what is not working, and transform it into a clear, emotionally effective narrative. I bring judgment, precision, and story instinct to high-stakes moments where messaging needs to land.

Donor Communications & Fundraising Narratives

These pieces were developed across campaigns, partnerships, and organizational storytelling efforts to connect generosity to real human impact. I played a central role in shaping the narratives that support donor engagement and contribute to fundraising outcomes.



THE WORK

Gala & Donor Event Storytelling

Developed narrative content for high-value audiences, including a historical slideshow and multiple videos used at national galas that reflected legacy, impact, and emotional connection.

Campaign & Fundraising Story Development

Contributed storytelling used across fundraising campaigns that provided clear, emotionally grounded narratives that supported giving without relying on transactional messaging.

Social & Digital Storytelling for Engagement

Provided story-driven content for social media and digital platforms that translated programmatic work into human-centered narratives.

Donor Newsletter Strategy & Development (In Progress)

Leading the development of a story-first quarterly donor publication for a national organization, prioritizing human narratives to create a more meaningful donor experience, through shaping editorial direction, narrative structure, and content strategy.

RESULT

- Supported donor engagement and fundraising efforts across campaigns, events, and multi-channel communications.
- Strengthened the quality and consistency of donor-facing storytelling, ensuring that messaging remained clear, human, and aligned with mission impact.
- Contributed to a broader storytelling ecosystem that drove measurable growth in audience engagement, including a 67% increase in digital engagement and a 97% increase in link clicks.

STRATEGIC VALUE

My role in these projects was to ensure that every piece of content, whether part of a campaign, a partnership, or a broader communications effort, centered the human story behind the mission.

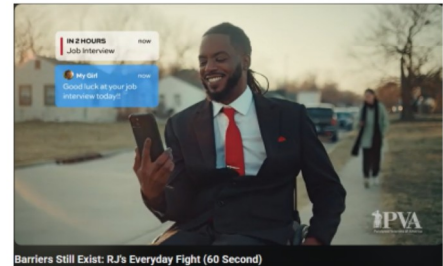
Project Name: PSA's, Articles, Partner Toolkits

Category: Storytelling

Through thoughtful, meaningful conversations, I capture authentic voices and transform lived experiences into compelling narratives and videos that inspire understanding and action.

THE WORK

- Worked on narrative development for a national PSA showing the daily realities of living with a spinal cord injury. Developed pre-interviews to shape lived experience into a clear, emotionally grounded story that balanced struggle with strength, avoiding cliché and maintaining dignity.



Barriers Still Exist: R.J.'s Everyday Fight (60 Second)

THE WORK

- Wrote a feature article translating a widely known "success story" into a grounded, human narrative centered on resilience, fatherhood, and purpose.



THE WORK

- Created a donor-facing narrative that connected corporate partnership, mission impact, brand alignment, and individual story into a cohesive, compelling piece.



STRATEGIC VALUE

These projects demonstrate my ability to take deeply personal experiences and translate them into storytelling that is both accessible and impactful, without losing authenticity. I align storytelling with revenue strategy, turning stories into tangible support.



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What This Work Represents

I have led national storytelling initiatives, shaped narratives that support fundraising and brand visibility, and produced work used in high-stakes moments, from donor communications to global partnerships. My experience includes:

- Leading storytelling strategy for nationally recognized nonprofit organizations
- Producing award-caliber video and written narratives
- Strengthening partnership communications with major brands
- Building story collection systems that teams can actually sustain
- Conducting in-depth interviews that translate lived experience into meaningful, mission-driven content

How I Work

I don't start with deliverables. I start with clarity. What does your audience need to feel, understand, and do? What are your pain points? Where is your weakness in messaging?

Every project begins with listening. Interviews, materials review, and strategic alignment ensure the story reflects both truth and purpose.

From there, I shape narrative with intention. Structure, pacing, and emotional clarity are not afterthoughts. They determine whether a story connects or gets ignored.

The result is work that feels human, earns trust, and supports real organizational goals.

I help organizations turn impact into stories that build trust, strengthen credibility, and drive support. I'd love to start a conversation.

What's your story?

