



Memoirs
by
Maureen

Life Storyteller, Maureen Klues

NOW BOOKING
ORGANIZATIONAL
STORYTELLING
PROJECTS FOR 2026



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Storytelling Introduction

Greetings,

Thank you for taking the time to learn more about organizational storytelling. With AI content creation at everyone's fingertips, you might wonder why storytelling services and content creation are still needed and relevant.

Here is why: storytelling personally engages your internal and external clients and recognizes their value and necessity in telling your story.

Having a professional storyteller interview and craft the stories of your employees, board members, clients, and other key stakeholders communicates to them that they are a vital component to enriching your organization's story and success.

And that is just one of the many benefits that storytelling content will create to optimize your message, mission, and future impact, whether that is building your community, growing your supporters, or deepening engagement with your clients, volunteers, and workforce.

A specific, tangible, storytelling project creates a sense of urgency to tell and share your story and provides you with a consistent and compelling message that can be released in conjunction with a capital campaign, product launch, organizational milestone, or any number of pivotal moments in your company's history.

The story of your organization *IS* the story of those behind the success. I hope you will join me in sharing the story of your organization that is uniquely yours.



Best,

Maureen Klaes

Click Here to Read
Why Storytelling is
Important to Me

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HOW IT WORKS

PROCESS

STORYTELLING GOALS:



- Marketing
- Fundraising
- Company Milestone
- Employee/Supporter Engagement



DETERMINE GOALS

The storytelling goals determine who will tell the story, the purpose of the story, and what information you would like the story to share. Goals could be: celebrating a company milestone, kicking off a capital campaign, new services/products, capturing historical information, or maybe all of the above.



SELECT CONTRIBUTORS

Once the project goals have been established, it is time to decide who will be featured in the narrative. This may include staff, board members, volunteers, clients, and other key organizational stakeholders. Often, the story is told from a variety of these vantage points.

CRAFT STORY

After the storytellers are identified, Maureen will conduct interviews, distribute questionnaires, and develop the content into a fully designed book. The content will also be designed to function as standalone feature pieces for a multi-faceted marketing approach to better target all media channels.

LET'S GET STARTED

OPTIONS

[Read Helen's Story](#)

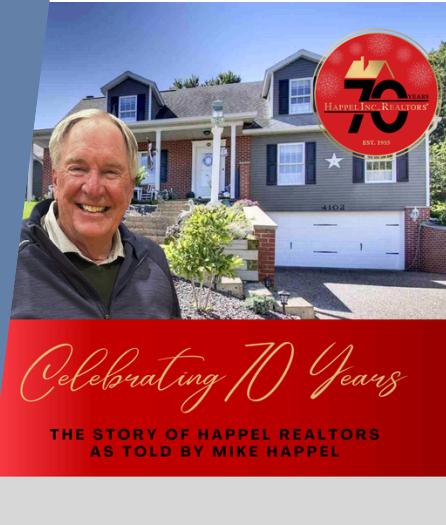


GIFTED LIFE STORY 25 pgs. \$475 flat fee

Another option to recognize and celebrate supporters, clients, volunteers, patients, etc., is for the organization to gift them life storytelling. This is an easy way for organizations to provide a special gift with very little work on their end, other than gifting a certificate for the service. It also creates a wonderful opportunity to celebrate the person at an event, share their accomplishments, along with giving them a unique and meaningful gift. Printed copies of the book details are on page five of this packet.

STRICTLY CONTENT \$50 per hour

This option is available for organizations interested in straight content, without a designed book, at an hourly rate of \$50, for all communication and work performed. Once the objectives are identified, a proposal will be created with an estimate of the required hours to complete the project.



[Read the story of Happel Realtors](#)

ORGANIZATIONAL STORY 25-29 pgs. \$775 flat fee

- Consultation meeting to discuss goals, develop storytelling strategy, and set the project timeline
 - Up to 10 interviews with selected storytelling contributors
 - Conducting historical research and gathering photos
 - Transcribe interviews, blend in collected history and photos, write and design book
 - Present draft of book to client for 1 round of review/edits
 - Provide client with an electronic copy of the book along with the original interview transcripts to utilize the content as preferred.
- Printed copies of the book details are on page five of this packet.

ORGANIZATIONAL STORY 31-39 pgs. \$975 flat fee

- Consultation meeting to discuss goals, develop storytelling strategy, and set the project timeline
 - Up to 20 interviews with selected storytelling contributors
 - Conducting historical research and gathering photos
 - Transcribe interviews, blend in collected history and photos, write and design book
 - Present draft of book to client for 1 round of review/edits
 - Provide the client with an electronic copy of the book along with the original interview transcripts to utilize the content as preferred
- Printed copies of the book details are on page five of this packet.

CUSTOM PROJECTS

Looking for something different?

Custom proposals are always available to meet your storytelling needs.

Deliverables



The Book

The standard book offered is an 8x8 hard cover and hard page coffee table-style book. The 25-page book is available for purchase for \$55. Other length book prices will be calculated prior to purchase.

Soft copies of the book with simple comb binding are available for purchase for approximately \$15 per book (price varies by quantity purchased).

*The only additional cost beyond the fees listed on page four is the printed book.

The Digital Files

Upon completion of all projects listed on page four, digital files will be provided to the client in the desired format of PDF, Word document, and/or image files.

This includes the option for a copy of the finalized book as a PDF and/or JPEG files of each page, and Word documents of the interview transcripts, PDF files of any historical newspaper clippings gathered, and any and all photos gathered.

For strictly content creation, all written content, including any original interview transcripts and finalized copy, will be provided to the client in Word documents.

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Sarah's Story



In 2009, I was a stay-at-home mom, and loving every minute. A friend reached out to ask if I would be interested in interviewing for a ministry position. I wasn't really ready to go back to work, but because I admired and respected the person asking, I went for the interview. This friend was Debbie Fitzgerald, and interestingly enough, Debbie joined our Horizons team in 2020.

I met with Dr. Bill Barker, the executive director of Horizons Soup Kitchen and Food Pantry in 2009. I didn't even know there was a soup kitchen in Quincy. I had no idea as I lived life in a bubble.

Horizons was interviewing for a unique management position. They were exploring the idea of buying a local business and they needed someone to manage the business. The thought was

"Maureen asks great questions, listens carefully, and captures every detail with painstaking intentionality. Her finished product makes the reader feel like they have a front row seat as the story unfolds!"

Sarah Stephens, Executive Director of Horizons

“

HARNESS THE POWER OF STORYTELLING TO
BUILD YOUR BRAND, CREATE CONNECTION,
CAPTURE YOUR HISTORY, AND HIGHLIGHT THE
PEOPLE THAT MAKE IT ALL HAPPEN.

-Maureen Klues

Contact Maureen for a consultation:

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