



Memoirs
by
Maureen

Life Storyteller, Maureen Klues

NOW BOOKING LIFE
STORYTELLING
PROJECTS FOR 2026/27



MAUREEN KLUES

ORGANIZATIONAL STORYTELLER &
CONTENT CREATOR

Maureen Klues
memoirsbymaureen.com

217.653.1667 PHONE
QUINCY, IL 62301



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.

Now, more than ever, there is a need for genuine, human storytelling. 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 Klues



[Click Here to Read
Why Storytelling is
Important to Me](#)

W
E
L
C
O
M
E

HOW IT WORKS

PROCESS



[Read Horizons story](#)



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.

STORYTELLING GOALS:



Content Creation

Fundraising

Company Milestone

Employee/Supporter
Engagement

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 the story of Happel Realtors

ORGANIZATIONAL STORY 25-29 pgs. \$850 flat fee
31-39 pgs. \$1,500 flat fee

This option works best for organizations working within a tightly set budget and a shorter project timeframe (1-3 months).

Services include:

- Consultation meeting to discuss goals, develop a storytelling strategy, and set the project timeline
- Interviewing selected storytelling contributors
- Conducting historical research and gathering photos
- Transcribing the interviews, blending in collected history and photos, writing and designing the book
- Presenting draft of book to client for 1 round of review/edits
- Providing client electronic copy of the book

*Printed copies of the book details are on page five of this packet.

ORGANIZATIONAL STORY

\$65 Hourly fee

This option is designed for longer-term projects (3-12 months) and will be billed monthly for the duration of the project, working within the designated budget.

Services included are the same as listed above.

GIFTED LIFE STORY 25 pgs. \$475 flat fee

Gifting life storytelling is a way to recognize and celebrate supporters, clients, volunteers, patients, etc. This is an easy way for organizations to provide a special gift with minimal effort on their end. It also creates a wonderful opportunity to celebrate the person at an event, share their accomplishments, and give them a unique and meaningful gift.

STRICTLY CONTENT \$65 Hourly Fee

This option is available for organizations interested in straight content, without a designed book, at an hourly rate of \$65/hour. Once the objectives are identified, a proposal will be created with an estimate of the hours needed to complete the project.

CUSTOM PROJECTS

**Looking for something
different?**

**Custom proposals are
always available to meet
your storytelling needs.**

Read Helen's Story



Deliverables



The Book

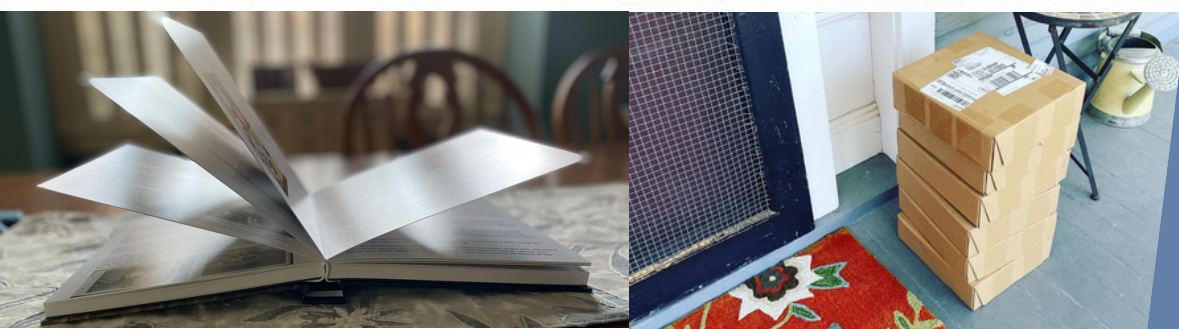
The standard book offered is an 8x8 hard cover and hard page coffee table-style book. The 25-page book is available for purchase for approx. \$55. Other length book prices will be calculated prior to purchase.

Soft copies of the book with simple comb binding are available for purchase for approx. \$18 per 25-page book (price varies by quantity purchased and final page count).

The Digital Files

Upon completion of all projects listed on page four, digital files will be provided to the client. This includes a copy of the finalized book as a PDF and, if requested, 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.



YOUR STORY

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:

memoirsbypmaureen@icloud.com
217.653.1667 phone



Memoirs
by
Maureen

Life Storyteller, Maureen Klues