

GET STORY READY

CHECKLIST

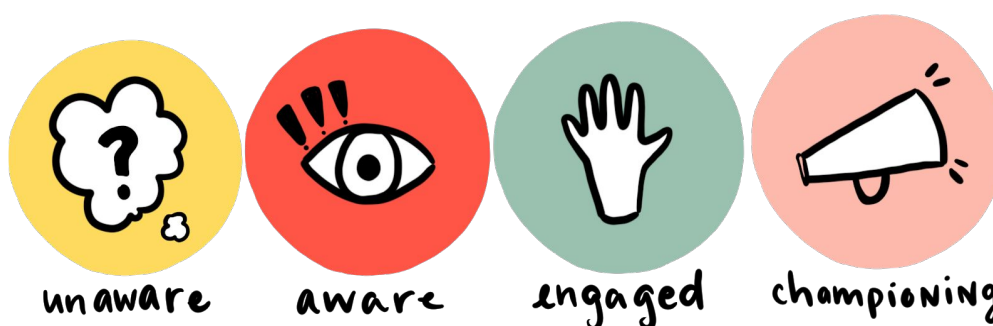


ARE YOU READY TO SHARE YOUR IMPACT STORY?

Stories have an extraordinary and unparalleled ability to shape our world, yet a story is only as powerful as the impact it creates. Tick off each element of a strategic story in this checklist to ensure you are story ready.

Again and again, we see organisations dive into the specifics of their impact story before nailing its strategic foundations. If you want to know whether or not you're ready to tell your organisation's impact story (i.e. *the story you are telling about the work you do and why it is important*) – ask yourself these questions...

- Can we **articulate exactly why** we want to share our story?
- Do we have a **strong understanding** of what we hope to achieve?
- Are we able to **define the big picture change** we're trying to create through our work in 50 words or less?
- Can we **succinctly capture the values** that underpin the work we do?
- What does that change **feel** like? **Taste** like? **Smell** like? **Sound** like?
- Why would we **want our audience to care** about this story?
- Why might they **actually care**?
- Where do our audience typically **get their information** from or who do they listen to?
- How do we hope this story will **affect** them?
- Where is our audience currently on the **journey** from apathetic → aware → engaged → championing?



- How will this story get **out** into the world?
- What specific **channels and platforms** are we using?
- What might prevent our story from **cutting through** to our audiences?
- Are there any upcoming events, presentations or International 'Days' that we could **leverage** to share our story?
- Is this **our story** to tell? If not, whose is it?
- Who might we need to ask **permission** from before sharing this story?
- How can we use this story to create a more **just and equitable** world?

Having trouble determining what impact story to tell or what might resonate with your audience? [Download our free online Story Canvas](#). For more support to bring it to life, [get in touch with Digital Storytellers](#), and let's tell a powerful impact story together.