

STORY COLLECTION WORKSHEET

Date:

What type of story? Client, Staff, Volunteer, Donor, Community

Who is the lead on this story?

What is the person's contact information?

What is the person's connection to the organization?

What barriers may we face in getting this story out publicly?

What challenges is this person facing that we need to be sensitive to?

What questions can we ask to tease out the story?

- **Examples: Client: What was your favorite memory going through the program?**
- **Staff: What is your most formative memory of a client when their life changed for the better?**
- **Volunteer: How did you feel when you first answered a hotline call?**
- **Donor: What is one reason that you continue to support us?**
- **Community: What impact have you witnessed in the community as a result of our work?**

Whom are we telling this story to?

What do they currently think?

What would we like them to think?

What is the single most persuasive idea that we can convey with this story?

Why should they believe it?

Are there any assets to accompany this story, like video or photos?

Channels for distribution (with appropriate permissions):

- ✓ Website
- ✓ Email newsletter
- ✓ Blog
- ✓ Facebook
- Twitter
- ✓ Instagram
- ✓ LinkedIn
- ✓ Pinterest
- ✓ Other