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Measure Well

Impact Storytelling "Recipe" Worksheet

Strategies

What programs did you offer, and who did you serve?



What are your programs, activities, or practices?

e.g. FAFSA workshops, family advising nights, etc.

Who are you reaching?

e.g. 10th–12th grade students, first-generation families, etc.

Outputs & Performance Measures

What can you say about what you delivered?

Quantity

How many people did you reach? How much did you deliver?

Quality

How well did you deliver? How satisfied were participants?

Difference made

What shifted because of the work?

Better off

How are people better off because of the work?

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Outcomes & indicators

What changed for people or the community?



Indicator

What population indicator does your work connect to?
e.g. high school graduation, kindergarten readiness, etc.

Trend or pattern

What does the data show over time?
e.g. it's increasing, staying the same, decreasing

How did your strategies contribute?

What's the link between your work and the outcome?

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Impact

What is the impact story you can tell?



Who should hear your story?

What should this audience know about your work and what has changed for the community?

The key number *What one number makes the story land?*	**The human element** *What quote, human story, or other human detail gives the number meaning?*

What would make your story stronger?

☐ **Disaggregated data** — *data that is broken down by race, age, or geography*

☐ **Comparison over time** — *how this year compares to a baseline or prior year*

☐ **Context** — *what made this change hard? What systemic factors are at play?*

☐ **A strong visual** — *is there a chart or image that makes the data land immediately?*

☐ **Partner perspective** — *how you worked with others*

☐ **Something else:** _____