Impact Storytelling Worksheet | Building Your Impact Story

The Training Hub Powered by StriveTogether | Measure Well

1 Start with your raw material
Who & what

Every story starts here. Get specific — a name, a specific group, a moment, not a category of people.

Who was involved, specifically?

What changed for them?

2 Find the action
How it was done

This is the piece most drafts are missing. Dig until you can name the actual action.

What action did your organization take to directly cause that change?

Could someone else replicate that action?

○ Yes ○ No ○ Not sure

What would have happened without you?

3 Name why it worked
Why

One sentence. This is what makes the story repeatable, not just true.

Why did that action work, and why will it keep working?

4 Choose one audience & draft your opening line

- ○ **Funders** — *Proof of mechanism & replicability*
- ○ **Boards** — *Proof of stewardship*
- ○ **Community members** — *Proof of dignity*
- ○ **The field** — *Proof of method*

Audience's proof-type — what they care most about?

5 What's the proof?
What's the data?

What, specifically, do you need to prove to your audience about your impact?

What's the data that proves that?

How would you display that data most effectively?

6 Before you share it
Final check

Read your draft back and delete every sentence that names your organization. Does it still work?

- ○ Yes — still an awareness story. *Revisit Steps 2-3 before sharing.*
- ○ No — likely impact-ready.

Ethical Storytelling Check:

Has this person agreed to have their story told this way, specifically?

○ Yes ○ No ○ Need to confirm

Would they be proud to read this, not just find it accurate? (The Pride Test)

○ Yes ○ No ○ Not sure yet