

Storytelling with Data: Pre-work

Audience

Who needs to hear your story? Potential AmeriCorps members? Partners? Funders? Elected officials?

Media

How will you share your story? Website? Social media? Marketing materials such as brochures? A written story? Video? Graphics? Designing an elevator speech that you can share with members/board/staff for use when they are out in the community or visiting with elected officials?

(Consider how different media will influence story length and content)

Your Ask

What do you want your audience to do after learning about your story? Donate? Sign up to serve? Volunteer? Spread the word to others who might want to serve? Visit your website to learn more?
