

STORIES vs REPORTS: A CHECKLIST

Whenever you have a chance share a story, not a report. Stories are a narrative account of real or imagined events, according to the National Storytelling Association. You are not a reporter that shares objective and careful stories. This is a quick checklist you can use to be sure you're sharing stories & not reports! REMEMBER: facts & numbers can be woven into your stories as long as they help you emotionally connect with your audience.

STORIES: CREATE UNFORGETTABLE EMOTIONAL CONNECTIONS

- 🔥 Evoke EMPATHY.
- 🔥 Connect emotionally.
- 🔥 Develop a personal connection between individuals and your organization.
- 🔥 About a real person
(community member, donor, staff, volunteer, board member, program participant, etc.)
- 🔥 Told with PASSION.
- 🔥 Shows impact.

***If we don't feel something,
we can't make a decision***



REPORTS: IMPART EASILY-FORGETTABLE FACTS

- 🔥 Dispenses statistics, facts, and figures.
- 🔥 Intellectual connection.
- 🔥 Educates people about your organization and its history through stats, dates, and facts.
- 🔥 About an organization as a whole, and not the people impacted by your work.
- 🔥 Told with detached coolness.
- 🔥 Tells impact.

***Knowledge alone doesn't cause
people to take action***

