

Storytelling

Overview / Concept of topic

Exploring how authentic, purpose-driven storytelling can bring your organisation's work to life, clearly communicate impact, and strengthen connections with stakeholders, funders, and communities. This topic positions storytelling as a strategic tool to build trust, inspire action, and increase awareness across diverse audiences.

Key take aways

- > How to connect with your audience and create a compelling story that will bring in funding and community support
- > Boost your storytelling with evidence and data

Resource | Head and Heart Storytelling Worksheet

Activity:

Use this activity to reflect on both your head (strategic, practical thinking) and heart (values, purpose, and passion) ideas. This worksheet helps you bring these together to shape a clear, authentic marketing plan that reflects what you do, why it matters, and how you want to connect with your audience.

Step 1: The Heart - Connect Emotionally

Describe who you serve and their experience. Be vivid and personal.

- > Who is the individual, family, or community?
- > What emotions, challenges, or hopes are involved?

Step 2: The Head - Share the Facts and Impact

Describe the measurable change your organisation made. Use data or clear examples.

- > What changed as a result of your work?
- > What evidence or results show this change?
- > How does this support your mission?



Step 3: In the podcast, Deb and Jackie from Talk About It Tuesday mentioned some things that have helped them tell their story, like posting consistently on social media and being bold enough to ask for help. Would these strategies work for you? Are there are areas you'd like help with, so you can tell your story?

Reflection: How does your story inspire others and demonstrate the value of your organisation's work?