

A Guide for Telling Your Story

Directions: Use this as a way to choose the best 3 or 4 data points or stories about your program. You can use this with your staff or as a planning worksheet for yourself to hone in on the key messages you want to convey about the great work you are doing—with potential funders, partners or potential partners, school staff, school board members, parents, etc. Information from this worksheet can be used to get you started on creating a press release or an annual report.

1. What are the three or four key data points that have the most impact about your program? (Examples, Test scores, grades, survey results, attendance records, discipline reports, etc.) Do you have any comparison data between students who attended your program and those who did not?

2. What are 2-3 strong stories you can tell about your program? Examples: Did a young person who had been struggling bring in a strong report card to you? Did a staff member or teacher tell you that they've noticed a student have better homework completion or that they seem to have a better attitude? Did a parent tell you something positive about how the program helps them or their child (or children)?
