



# Conveying Impact Through Data-Driven Storytelling

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# Hello! My name is



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(SHE/HER)

- Nonprofit professional and lifelong volunteer
- Owner & Principal Consultant at ark nonprofit consulting working to build capacity for small to midsize (and growing) nonprofits in social justice spaces
- Bachelor of Business Administration from Texas Woman's University
- Graduate Certificate in Event Management from University of Central Florida
- Currently pursuing Dual Masters in Nonprofit Management and Public Administration, and a Graduate Certificate in Fundraising, from University of Central Florida



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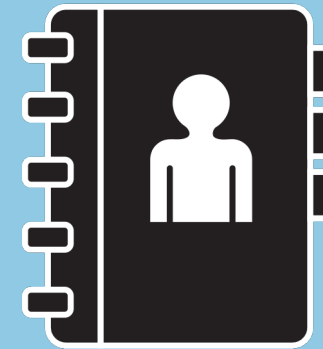
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# Agenda

Storytelling has been a driving force in human history for thousands of years. It holds the power to build relationships, provide context, impose meaning, share lessons learned, identify challenges, and much more. Most importantly for our context, storytelling is a tool that nonprofits can use to convey the impact of their work. However, organizations often struggle with how to tell stories, what information to include, and how to utilize the stories they tell. This workshop aims to address those issues.

- 
- Introductions
  - What is storytelling and why is it important?
  - The science of stories
  - Conveying impact
  - Now what?

# Objectives

Understand the links between evaluation and story

Understand the importance of storytelling

Know the basics of when and what types of evaluation to use to convey your organization's story

Learn about different methods of storytelling and when to use each

**What is  
storytelling?**



***Storytelling is the interactive art of using words and actions to reveal the elements and images of a story while encouraging the listener's imagination.***

***National Storytelling Network***

# Storytelling...

*Is interactive*

*Uses words*

*Uses actions  
such as  
vocalization,  
physical  
movement  
and/or  
gesture*

*Presents a  
story*

*Encourages  
the active  
imagination  
of the  
listeners*



# Our brains are wired for storytelling

- Our brains become more active when we tell and hear stories
- The brains of the person telling a story and listening to a story can synchronize
- We think in narratives
- We relate stories we hear to our own experiences



What is data  
and how do you  
get it?



***Data is information such as facts and numbers used to analyze something or make decisions.***

# Types of Evaluation

Formative

Summative

Process

Outcome

Impact

# ***Quantitative vs. Qualitative Methods***

## ***Quantitative***

Yields numerical data gathered primarily through formal methods, systematic and controlled observation, and a prescribed research design

## ***Qualitative***

Provides you with the ability to gain an in-depth understanding of a program or process; involves the “why” and the “how” of a program’s success

Using data to  
tell impactful  
stories

# 3 Storytelling Tips

01

The simple story is more successful than the complicated one

02

The brain learns to ignore overused words and phrases

03

The devil is in the details

***Which story do you connect with? Which organization are you more likely to support?***

***Why?***

**A**

Our organization supports high school youth prepare for college.

**B**

In 2022, XYZ organization aided more than 400 high school sophomores in starting their journey to higher education through mentorship, SAT/ACT test prep, and leadership training.



# Where should you tell your story?

Annual  
Reports

Social Media

Website

Publications

Grant  
Applications



# Questions?

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