



## SSAPC Grantee Impact Storytelling Guide

It is hard to believe that our collaboration is nearing its end. We are all so excited about the work you all have led, the things you have learned from it, and the implications your work will have for the field. **In order to help us celebrate our collective work together, we are asking each site to present an impact story during the virtual Peer-to-Peer sessions. Each grantee will have five minutes to present. Six of you will present during the August 25<sup>th</sup> session and the other six will present during the September 22<sup>nd</sup> session. Please see the virtual sessions agenda included in this email for when you are scheduled to present. The schedule for presentations was chosen at random.**

We want to offer ongoing support and guidance as each team prepares for the upcoming virtual meetings. In an effort to be creative, inspiring, and ward off zoom fatigue, we wanted to give the cohort flexibility in how each team talks about the important work that they have completed as part of this initiative. In this document, you will find descriptions for 5 presentation options. All of the options build on past efforts to make your work and insights visible to others (Poems, 7-minute presentations, Project Videos, Storyboards, ORCA summaries, Cover Story Mock Ups, PPRS, etc.). Even though each team will only choose one strategy as the primary presentation method for the virtual meeting, we hope that all of the ideas shared in this guide are useful to the cohort. We imagine any of these communication strategies could be adapted in the near or distant future as you continue to communicate about your findings, impact, and insights with different stakeholders and communities to inspire and mobilize meaningful change for families affected by family violence.

Impact stories are about real efforts and real risk embarked upon to test real solutions in service of real people facing real problems. We value different forms of knowing (e.g. - lived experience, community know how, practice wisdom, cultural norms, science), and we don't want our work to be theoretical. We believe that over the course of this initiative you all got real. We are excited to hear you tell us in community how it all went down. We see you and we look forward to celebrating you!



## Option 1. Visual Narrative Presentation

Turn your evaluation and efforts into a good story and present it in a visual narrative. Remember a good story involves finding and verifying important and interesting information. Think of your presentation as an abbreviated TED talk and zero in on the actionable insights worth spreading to catalyze innovation and mobilize change in service of better outcomes and experiences for families. Here are some presentation tips to keep in mind.

1. Limit the deck to 7-10 slides. Use storytelling, image/picture driven, or amazing children's books as your guide rather than college lecture or webinar.
2. Consider using a narrative arc:
  - a. Beginning of the story - set the stage/scene. Introduce the characters of the story, the setting, and lay the seeds of conflict (the problem to be solved). Try and focus on the problem your project is trying to address rather than sharing lots of details about your project.
  - b. Middle part of the story - develop the characters in the story - diving into how they grow and change as they try to address the problem to be solved.
  - c. End of the story - What is the climax and resolution? How did the characters solve the problem? What is the value added and the lesson or action to be remembered?
3. Weave elements of the ORCA framework (see attached PowerPoint deck on ORCA as a refresher) into the narrative arc:
  - a. **Beginning of the story** - set the stage/scene. Introduce the characters, story, the setting, and lay the seeds of conflict (the problem to be solved). ORCA integration: The characters could be the social actors and change agents in your project.
  - b. **Middle part of the story** - develop the characters in the story - diving into how they grow and change as they try to address the problem to be solved. ORCA integration: Share the process of change between the social actors and change agents. Be clear about the role your project and you (as the change agent character) played in contributing to this change. Explain why this is so relevant and valuable. How does what your project push the field to see, think, and work differently and why will this be impactful to child and adult survivors for example?
  - c. **End of the story** - What is the climax and resolution? How did the characters solve the problem and what is the value added and the lesson or action to be remembered? ORCA integration: What were the outcomes - changes in behaviors, relationships, practices, policies, etc. happened with social actors?
4. For each slide - LIMIT text (to a few words or 1 - 2 clear and brief statements) and go for images to represent the narrative arc you are trying to articulate. Tell the **story behind the data**. Go for visual storytelling rather than an overabundance of script.



5. Remember that a good story does more than amplify or inform - a good story shows & communicates how a problem was solved, a breakthrough discovery, or a new way of thinking and working. Meaningful change in the field of family violence will come through a networked strategy involving multiple collaborators. Aim to be as clear as possible about your project/work and how your actions during this initiative fits into a larger networked strategy or family violence movement.

### Option 2. Cover Story Mock Up presentation

Complete the cover story layout you started, and present it to the cohort and guests. Think of the presentation as a dry run before presenting it to your target audience.

1. Solicit feedback about the cover story from stakeholders in your project and community: what is missing, what might be presented differently, what needs clarification, etc. in order for the story to really take shape and be of influence. Ensure you are presenting a full story - the good and the bad, with real people's voices and perspectives.
2. Present the cover story layout to the editorial team (i.e. - the rest of the cohort on the video call).

### Option 3. Public Service Announcement

Create a video or audio PSA that would air on local television with a **call to action** based on the key takeaways of your project. Present it to the cohort and guests.

1. Reflect on your project, the lessons you and the team learned, and your evaluation findings.
2. Discuss as a team what the KEY takeaway message is from your work.
3. Decide from this KEY takeaway message from your work what the **call to action** needs to be (e.g. - [Changing Minds](#) Campaign [PSA](#) or the tagline: "There's NO excuse for abuse")
4. Identify the facts and/or findings from your evaluation that support the key takeaway message and the resulting call to action.
5. Create a 3 minute PSA (it can either be audio for radio or video for TV) with the KEY takeaway message, the facts and/or findings, and the call to action.
6. Ensure that the tone of the message and the framing really allows the audience to empathize with those affected by the issue that your call to action addresses.

### Option 4. Practice a funding pitch

Present the key findings of your project as a pitch for future funding. Prepare answers to some common questions you anticipate from your identified "funder."

1. Reflect on your project, the lessons you and the team learned, and your evaluation findings.



2. Discuss as a team 4-5 KEY findings or discoveries from your work that represent breakthrough insights that are worth revisiting, testing, or scaling. The findings and/or discoveries can come from your evaluation and/or can be process related - that is, discoveries you made in the course of implementing your project and evaluating its outcomes.
3. Use stories or quotes from practitioners or the families impacted by your work to bring the pitch to life. (Reminder: ensure informed consent and ethical use of data).

### **Option 5. TV or Radio News Story**

Imagine you or someone from your project is going to be interviewed on the evening news or National Public Radio. Use your Cover Story Mockup or Newspaper Mockup to create a news interview with questions.

1. Consider the interesting questions that would be asked as part of this news interview such as:
  - a. Tell us why your project is needed?
  - b. What did you discover in your work? How are you changing how the work is being done?
    - i. How do you think your discovery or way of working will transform how others engage or serve families impacted by family violence?
  - c. What are some immediate changes that you think other professionals who work with survivors could take up right away based on your work? How will that make a difference?
  - d. How did this work transform you or your team?
2. Pick a person to be the interviewer and a person (or people to be the interviewed.)
3. Offer opportunities for the “audience” to text/chat or call in questions to be answered by the guest for the news story.

We invite you to reflect about the incredible impact you have made in your state or community, get creative and most of all, HAVE FUN! The TA team is here to support you along the way – we will be checking in on your progress and please reach out to your liaisons if you have any questions.

