

# Telling your story

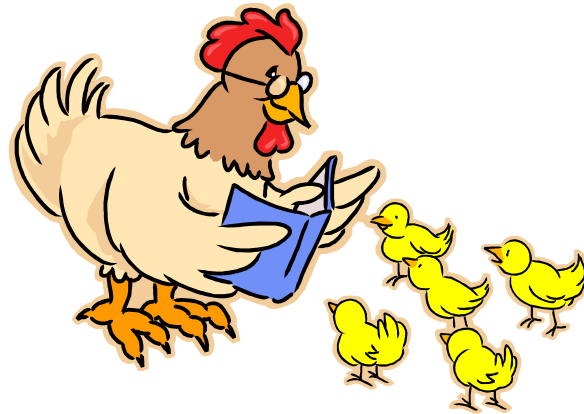


Who are the audiences for your stories?

- Your organisation
- Your stakeholders
- Your funders
- The public

# Your stories

- What is the purpose of your story?



- What are the key messages?

# Your stories

- How will you present the story?
  - Oral – speaking and listening
  - Poetry – can say uncomfortable things
  - Music
  - Murals and painting
  - Learning stories – capturing the change, sharing the knowledge

# Your stories

- What channels are the most appropriate?
  - People – word of mouth
  - Your magazine
  - Technology – e.g. Facebook
  - Radio
  - Newspaper
  - TV
  - Conference presentations, workshops

# Tell your story

- Write down a piece of work you've done
- Why did you do it?
- What changed because of that work?
- What was the evidence of change?
- What did you learn?
- Who will you tell?
- How will you tell them?



# Celebrate

- Celebrate the difference you make
- Build on what works
- Tell people!



*The End*