

Stories of Impact from the Mountain West

Storytelling Worksheet

Initial Considerations

Who is the audience (policymakers, local media, community members)?

What is your purpose (advocacy, information, influence, promotion)?

What outreach methods will you use? (direct outreach, letters or emails, social media, newsletters, conversations, press releases, op-eds?)

Plan the Story Arc

Who is your main character?

What is their dream? What do they hope to accomplish (framing the story)?

What situation are they in now (the tree)?

What challenges are they facing (shake the tree)?

What would make a difference (escape from the tree)?

Additional Considerations

Do you have data that supports this story?

Could quotes or a testimonial support the story?

Does your conclusion share the “so what?” or “what’s next?”

Can the reader help? Did you include a call to action?

What visuals could support the story — images, charts, or graphics?

- Did you get release forms from anyone pictured or quoted?
- Do your images/photos and framing convey respect and dignity?
- Have you cited sources for your data, images, or graphics?
- If you used stock images, do you have permission to use them on your website and on social media?

Resources: [Image Permissions: What You Need to Know Before Using Images in Your Marketing](#), [A Beginner's Guide To Using Copyrighted Images](#), [Photo Release Form](#), [How to Cite Sources | Citation Generator & Quick Guide](#)