1. PLANNING

✓ How does this story fit in with your overall communications strategy for the year?
✓ What are the other content needs of the communications/fundraising/program staff that can be met while collecting and producing this story?
✓ Who is the target audience of this story?
✓ What’s the purpose? What do you want your audience to do after viewing/reading/experiencing this story?
✓ How will the story be shared? On which platforms and in which media?
✓ What is the budget for this story?
✓ Who will be producing the story? In-house or outside expertise?

2. PRODUCTION

COLLECTION

✓ What’s your “wish-list” of assets to be collected? (rough story board)
  • In what format? (audio – both interview and ambient sounds, photo, written notes/quotes, video footage)
  • What key messages/themes are you hoping will be conveyed through the collected assets?

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How will you collect these assets? (Staff, beneficiary/client submissions, crowdsourcing/contests)

How might you salvage material if there’s human or technological error during the collection process?

**CREATION**

- How will you catalogue the assets collected?
- How will you adjust your “wish list”/story board based on the assets you’ve obtained?
- How will you catalogue the finished stories?
- Can the stories be repurposed into multiple formats or for multiple channels?

**3. DISTRIBUTION**

- How can you ensure that the presentation enhances (or at least doesn’t detract from) the story content?
- How can the story be shared across multiple channels, simultaneously or in sequence?
- How can you share the story across weeks/months by tailoring the message?
- Which platforms most naturally lend themselves to sharing this story? (Consider story length, absence/presence of compelling visuals, emotional content and strength of “hook”)
- How can you engage your supporters around the “launch” of this story?

**4. EVALUATION**

- How can the call-to-action (decided in the Planning phase) best be measured?
- What are the appropriate benchmarks and key performance indicators for this objective?
- How can you close the loop with the story subject and ensure that s/he is happy with the portrayal and aware of the impact?
- How can you share the evaluation results with your organization to help build and grow the internal storytelling culture?