

# Data storytelling for advocacy toolkit

Use this toolkit to help plan for, prepare, and share your data-based stories for advocacy.

## Preplanning the story

### **Audience**

*Who is the audience?*

*Why would the audience care?*

*Data preplanning: What data would appeal to the audience?*

Examples: policymakers, community members, general public, budget gatekeepers

### **Purpose**

*Why are you telling the story?*

*What feelings do you want the audience to adopt?*

*What can the audience learn from the story?*

*What action do you want the audience to take?*

Example:

**Data**

*What benchmark data shows the “before” and “after”?*

*What data would best show you have achieved your vision?*

*Do you already have the data or will you have to collect it?*

*Who will manage the data gathering and preparing?*

Story structure for advocacy

**A situation**

*Where are we now? / Where were we in the beginning?*

*What benchmark data shows the “before” and “after”?*

**Challenge**

*What is the vision for after the change?*

[Tool to help develop your vision for outcomes](#)

*What data supports the need for change?*

**Solution**

*What were the options for how we could respond?*

*Why was the chosen response selected out of all the possibilities?*

*What data supported the response selection?*

**Impact**

*Successful or unsuccessful?*

*How does your “after” data compare to the “before” data?*

*Lessons learned?*

*What it means going forward / What is the significance?*

*What details show the learning/change that happened?*

**Reminder!**

Don't forget to share your stories with others in the field using Learning Forward's Powered by Title II website: <https://poweredbytitleii.com/share-your-story/>

We will share your stories with others as examples of the power of professional learning.