

# ROOTS STORYTELLING WORKSHEET

## STRENGTHEN TRUST, DEEPEN CONNECTION, INSPIRE SUPPORT

Use this worksheet to craft a story that reflects the heart of your mission, builds community trust, and invites supporters to be part of your work. You can focus on a program, a person, or your entire organization — whatever feels most meaningful and relevant.

### O – Offer Lived Experience

Who can speak to this impact — in their own words?

- Is there a person (client, staff, volunteer, partner) who experienced this change?
- What would they say about our organization and its impact on their life?
- How can we use their experiences to express the needs in a deeper and more meaningful way?

### O – Own the Impact

What change is happening because of our work?

- How are lives, systems, or communities different?
- What's a before-and-after moment that shows our value?
- How can we express the need in a way that goes beyond the numbers to the heart of the problems?

### R – Reveal the Real Need

What is the specific challenge our organization is addressing?

- What problem are we trying to solve?
- How does this need show up in our local community?
- Why does it matter right now?

### T – Tie to Community

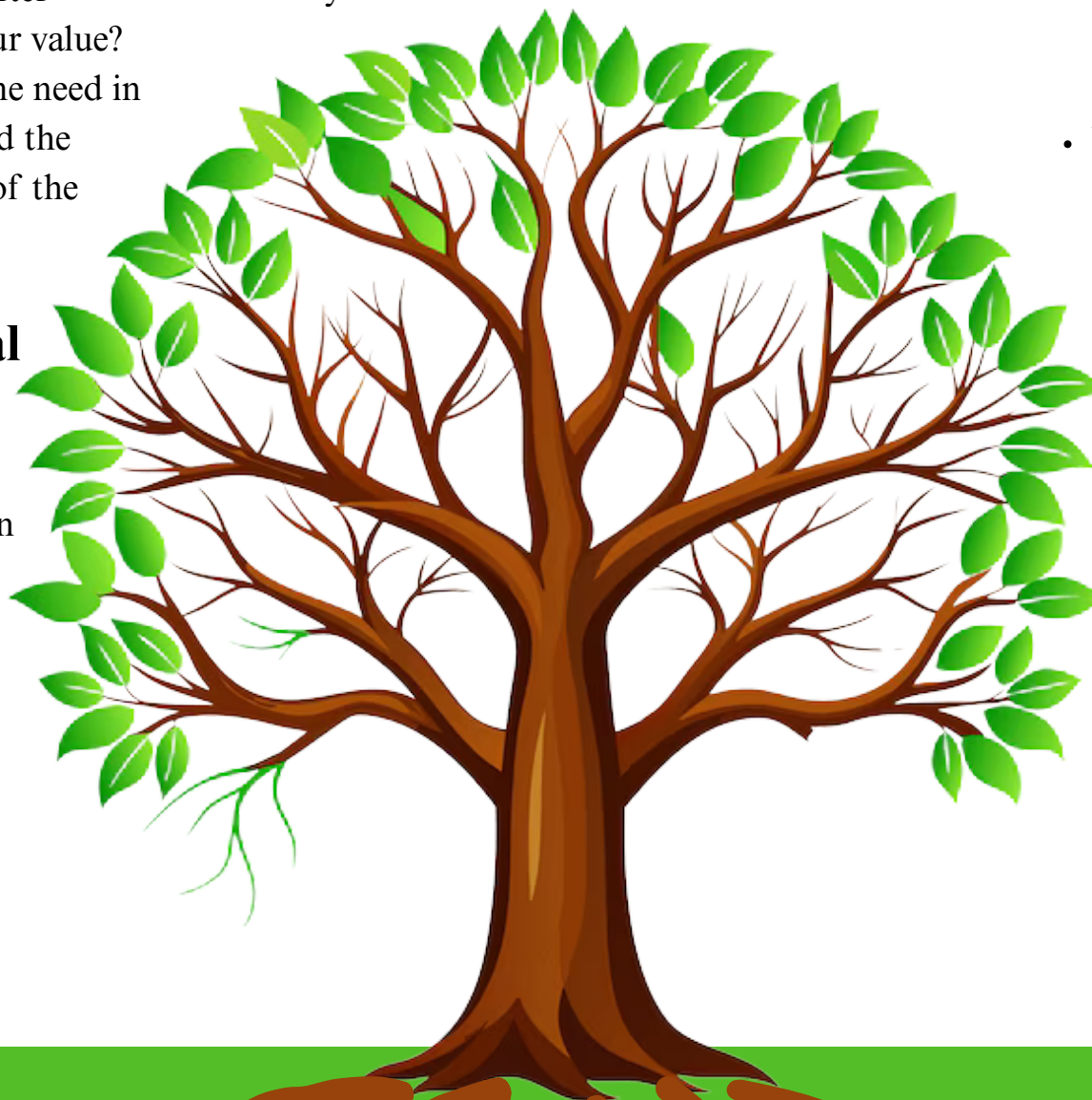
Why does this story matter to our community as a whole?

- How will the community be changed if we come together to solve this problem?
- How does our work embody shared pride, resilience, and connection for the community?
- What can we say to frame the story so people feel part of something bigger than themselves?

### S – Shift the Narrative

What shift are we inviting people to make?

- What common misconceptions do people often have about our work or community impact?
- What talking points can we include in the story to help reframe the narrative?
- What else can we share to give donors or the public a more in depth view of our organization?



# ROOTS