Data Storytelling 101: Laying the Groundwork for CBO Impact
Data Storytelling Worksheet for CBOs

Define Your Story

Topic of Interest: What is the primary focus or topic you want to illustrate with your data?

Objective: What action do you want to drive with your story (e.g., awareness, funding, policy change, community involvement)?

Key Message: What is the single most important message you want to convey?

Understand Your Audience

Target Audience: Who is the intended audience for your story (e.g., policymakers, donors, the general public)?

Audience Insights: What are the interests and needs of your audience? How does your story relate to them?

Engagement Strategy: How will you capture and maintain your audience's attention?

Identify Key Data Points

Relevant Data: What data points are crucial to your story?

Data Sources: Where will you collect data from (e.g., surveys, reports, public databases)?

Data Gaps: Are there any gaps in your data that need to be addressed?

Establish Goals and Metrics

Primary Goals: What goals do you aim to achieve with data storytelling (e.g., advocacy, education, stakeholder engagement)?

Success Metrics: How will you measure the success of your data story (e.g., change in policy, increase in donations, engagement metrics)?

Plan Your Storytelling Approach

Narrative Structure: How will you structure your story (beginning, middle, end)?

Visualization: What types of charts or infographics will you use to represent your data visually?

Channels: Through which channels will you disseminate your story (e.g., social media, reports, presentations)?

Timeline: What is the timeline for developing and releasing your story?

Anticipate Challenges

Data Storytelling Challenges: What challenges do you anticipate in translating your data into a compelling narrative? How do you plan to overcome them?

Share and Reflect

Sharing Examples: Are you interested in sharing examples of your data stories with others?

Feedback Loop: How will you collect feedback on your data story to improve future narratives?

Data with Ethical and Equitable Considerations

Ethical Data Selection: Ensure the data used does not harm or disadvantage any group or individual. Are there privacy considerations or consent required for your data?

Bias Evaluation: Have you evaluated your data for potential biases? How will you ensure your data analysis does not perpetuate stereotypes or inequalities?

Inclusive Representation: Does your data storytelling reflect the diversity of the community you serve? How will you represent different groups equitably in your story?

Impact Assessment: Consider the potential impact of your data storytelling on the populations represented. Could your story lead to unintended consequences?

Transparent Methodology: Will you provide clear information about your data sources, collection methods, and analysis techniques?