

Module 5: Sharing the impact narrative

Transcript.

Language: English

Estimated reading time: 4:00

In this module, we discuss sharing and distributing your impact-narrative. The choice of what form and channel to share your narrative in depends on your purpose and target audience. We will discuss four questions you can answer to make choices about sharing your impact narrative.

First, ask yourself: what purpose do I have in sharing the narrative? Once you've established your purpose, you can think about one or more audiences you need to reach to achieve your goal. Who do you really want to reach to achieve your goal? There are many possible goals and target audiences. We will discuss four goals with examples of target audiences. For example, you can use narrative to engage others in your efforts. Consider a funder from whom you hope to receive a financial contribution. Or people or organizations who have an impact on the problem and should use your solution. You can also use an impact narrative to justify your efforts. For example, by showing a client or manager that you are getting results. In addition, you can use the narrative to learn. You look critically at the process to understand how the impact came about. You can then apply the lessons you learn from it yourself or share them with others in your field to realize change faster or more effectively in the future. Finally, you can use the impact narrative to inform others about your efforts and results. This can help build a positive image and general support for the work you and your organization are doing. For example, among a more general audience interested in the problem you are working on.



Impact Narrative Tool

With goal and target audience in hand, you can ask yourself: How do my target audiences typically take in information? This may involve preferences but also established frameworks into which to divide the narrative, as in the case of an application to a funder or a report for a client. We distinguish here between the form in which and the channel through which you share the impact narrative. Forms can include written texts, videos, visualizations and podcasts. Examples of channels are your organization's website, social media, traditional media such as newspapers, radio and TV, weblogs, presentations, annual reports and project reports.

You can share one narrative in several ways. For example, you can share a visualization or a summary of a few sentences through social media for the broader general public, post a video on your organizations website in which you provide more depth for colleagues in the field, and include a written text with a lot of detail in a self-assessment for an external evaluation or a project report for a funder

In determining the strategy for sharing your impact-narrative, you can of course seek advice from others who have experience with this, such as a communications consultant.

So when sharing your impact-narrative, think about what your goal is, who your target audiences are, what forms and channels they prefer, and what your strategy is. And don't hesitate to ask others for advice.