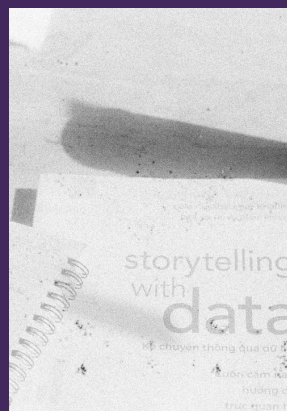# Data-Driven Storytelling Worksheet

Turn your program data into compelling stories that showcase impact.

Data Source Ideas

01

Quantitative Program Data

Attendance logs
Service data
Family outcomes
Program processes

Can be used to show reach and results.

02

Survey Responses

Pretest and/or Post-test Surveys
Satisfaction Surveys

Can be used to show participant growth.

03

Qualitative Quotes

Testimonials
Focus Groups
Interviews

Can be used to add emotional impact.

04

Community Data

Census Data
Neighborhood Profiles
State or County Data

Can be used to provide context or show need.

Data Make Stories Credible

Stories Make Data Relatable

Together, They Drive Action

Storytelling Tips

- Keep it simple and focused
- Use visuals where possible
- Highlight one key takeaway
- Include a human element
- Make it audience specific

1

Data Sources

Identify different types of data you collect and where it's stored.

1.

2.

3.

2

Data Trends

Analyze your data to identify patterns and trends that highlight program impact.

Choose one source of data:

What pattern or trend might you observe?

What stands out or seems meaningful?

How might this relate to your program goals or families' outcomes?

3

Story Creation

Craft a compelling narrative using data to showcase program impact.

Who is the story about?

What data supports the story?

What change or impact is shown?

What visuals or formats would help tell this story?