Storytelling Roadmap: A Toolkit for Literacy Practitioners

Launch Webinar

February 5, 2020
Introductions and Overview

Our journey together: Project Literacy Community of Practice

How the Storytelling Roadmap Came to Be

○ Selena Garrahan, Worldreader

Piloting the Roadmap and Program Reactions

○ Rana Dajani, We Love Reading

Questions and Answers
Objectives

1. Learn why storytelling is important but often overlooked;

2. Take a tour of the Roadmap: Understand practical steps to identify, craft, organize and share great stories;

3. Understand how the Roadmap has been used by literacy practitioners and how others might use it.
Our Journey Together

Project Literacy Goal:
Close the literacy gap by 2030

Raising the volume

Promoting our partners

Advancing best practice

Original artwork by illustrator Lizzy Stewart

Khushi Baby
Case study by UNESCO-Pearson Initiative for Literacy
Project Literacy Community of Practice

5 Working Groups

- Measuring the Impact of Literacy Programs
- Parent Engagement in Literacy
- Communications for Literacy
- Technology and Literacy
- Teacher Training for Improved Literacy

Leveraging the Project Literacy Partner Network and the Center for Education Innovations (CEI) Network
Project Literacy Community of Practice

5 Working Groups and 5 Co-Developed Resources

- Measuring the Impact of Literacy Programs
  - Global Literacy Assessment Dashboard

- Parent Engagement in Literacy
  - Parent Engagement Needs Assessment: A Guide for Literacy Practitioners

- Communications for Literacy
  - Storytelling Roadmap: A Toolkit for Literacy Partners

- Technology and Literacy
  - A Literacy Practitioner’s Guide to Education Technology Guidance

- Teacher Training for Improved Literacy
  - Teacher Resource Inventory: Practical Tools for Adapting Literacy Curriculum to Local Contexts
Communications for Literacy

Storytelling Roadmap:
A Toolkit for Literacy Partners

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And many more!
Storytelling Roadmap:
A Toolkit for Literacy Practitioners

Download the tool: https://educationinnovations.org/project-lit-com-practice
The Storytelling Roadmap

What challenges do you face?

Organizations of all sizes, but especially national and local organizations, struggled to tell the story of their programming and its impact to those who might help them increase their reach and impact.

This Storytelling Roadmap is an effort to address that challenge.
The Storytelling Roadmap

We aim to give you and your team **storytelling superpowers** that will help move the needle on literacy advocacy around the world.
Selena Garrahan
Brand Content Manager, Worldreader

What I’ll be covering

- We brought together a diverse group to tackle a shared challenge
- We all wanted to mobilize more people to support our cause
- Eliud’s story puts a face to the numbers
- We needed a roadmap to tell better stories
- This roadmap is informative, engaging, and practical
- The roadmap includes 7 stops for better storytelling
We brought together a diverse group to tackle a shared challenge.
We all wanted to mobilize people to support our cause

How do we make people care about our cause?

Expanding audiences and recruiting supporters

Photo courtesy of Reading Partners
Eliud’s story puts a face to the numbers

Eliud

“I want to help in our research of heavenly bodies and the solar system so that man can explore the outer skies and maybe somewhere else we shall find a new planet of life.”

- 13-year-old Eliud
We needed a roadmap to tell better stories
This Roadmap is informative, engaging, and practical

**Informative**
- Research on storytelling

**Engaging**
- Reflection worksheets

**Practical**
- Examples
- Key takeaways
- Tips
- Useful links
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Planning and Budgeting for Storytelling

KEY TAKEAWAY
- Generate the most impact by planning and budgeting for storytelling early on.

Unfortunately, many nonprofit organizations dedicate little or no time and financial resources to telling their story. For-profit companies know that storytelling represents an important investment in an organization’s growth and sustainability, re-investing up to 40 percent of their revenue into marketing, communications, and fundraising activities. In the nonprofit sector, it is more common to see between 5 and 15 percent of operating budgets allocated to marketing and storytelling activities. Whatever your organization can invest, it is important to develop a plan, budget accordingly, and commit to a sustained effort.

Core communications costs
Costs associated with storytelling can increase rapidly if you don’t have a pre-determined strategy. Say you invest in professional photography but don’t consider the cost to print materials — you may be forced to adjust course and deliver your message through e-mail rather than a direct appeal letter.

Time and staff resources are likely to be primary cost drivers as you embark on your storytelling missions; however, you should consider all of the steps, partners, and costs that could be involved in creating content. This will also help you think through the best delivery channels.

TIP: PLAN FOR THE LONG RUN
Stories get amplified (and you increase your return on investment) when you invite collaborators or partners to help get the word out. Consider the following suggestions to help spread your message as broadly as possible:
- Send contributors a thank you note with the final, professional version of the story and/or links to the published story.
- Share a few examples of how to further share the stories on contributors’ own social and other networks; provide sample social media messaging if appropriate.
Reflection Worksheets

STOP 6: OBTAINING CONSENT AND USING IMAGERY

Use this worksheet to reflect on how you plan to obtain consent and ensure that all imagery respects participants.

1. Whose stories will you be collecting and how?

2. Are there any characteristics of this population that could affect how they are able to give consent? (e.g., children, low-literacy populations, etc.) How might you adjust your methods of obtaining consent? (e.g., translate consent forms, use video consent forms, seek consent from a parent/guardian, etc.)

3. How will their stories and images be used? Describe how and where their story might be published. Who will have access to their story and personal data? Whom should they contact if they wish to withdraw consent?
The roadmap includes 7 stops for better storytelling
We are all storytellers
The Pilot Experience
Dr. Rana Dajani
Founder and Director,
We Love Reading
We grow together when telling the story
Gaps
Put yourself in the audience’s shoes
Cultural differences within the same sector
We are not journalists
Final points

1) Sense of Community
2) Diversity of participants
3) Leadership/technical facilitation
4) Higher purpose/goal
5) Mutual respect of expertise
One last stop...

Share your stories with Project Literacy and literacy practitioners worldwide by using the hashtag #CompellingTelling and tagging @CEInnovations.

Thank you!
For all the hard work you do to promote literacy and we’ll look for you out on the road!