



Worksheet #13: Storytelling for Impact Reporting

Bringing your mahi to life through real voices, values, and change

Why Stories Matter

Stories connect hearts, not just heads. They turn data into meaning and reporting into relationships.

What stories can do:


- Create emotional connection — Help people care about your kaupapa
- Make your mahi memorable — People forget stats, but remember how something made them feel
- Amplify lived experience — Let participants speak in their own words
- Inspire action and support — From funders, policymakers, whānau, and communities

Example

Instead of: “We served 300 meals this month.”

Try: “A whānau told us they hadn’t shared a warm meal together all week—until our service arrived. That night, they said, felt like home.”

How to Collect Stories

1.  Ask open-ended questions

Use prompts that invite emotion and reflection.

Sample questions:

- What changed for you through this programme?
- Can you tell us about a moment that stood out?
- How did you feel before and after being involved?

2. Create a safe and respectful space

- Explain how the story will be used
- Let them speak in their preferred language
- Offer anonymity if preferred

3. Capture the details

- Use audio or video (with permission)
- Write down moments, feelings, and outcomes
- Focus on turning points or deep insights

Telling the Story

Weaving it together: A simple story frame

Beginning – Who are they, and what was their challenge?

Middle – What happened? What support or change occurred?

End – What's different now? What do they say, feel, or hope for?

Ways to Share Stories

In Reports

- Create a “Participant Spotlight” or “Success Story” section.
- Pair with a quote, photo, or illustration.

In Presentations

- Start with a story before sharing outcomes—people connect to people.

Online

- Use short versions on your website or social media.

Example: a 60-second video or quote card.

“I used to feel invisible. Now, I help others find their voice.” — Participant, Rātā Rangatahi

Honouring Cultural Storytelling

In Aotearoa, storytelling can align with Te Ao Māori values:

- *Whanaungatanga* — Show how relationships were strengthened
- *Manaakitanga* — Share with care, uphold the mana of the storyteller
- *Kaitiakitanga* — Reflect long-term care for people and place
- Use oral formats, hui, video, or *Tohu of Change* if preferred
- Frameworks like *Te Whare Tapa Whā* can show holistic wellbeing

Quick Checklist

- ✓ Have you got consent (written or verbal)?
- ✓ Is the story strengths-based and respectful?
- ✓ Does it reflect the kaupapa and values of your mahi?
- ✓ Is the voice of the storyteller centred?
- ✓ Can it be shared across reports, hui, and digital spaces?