



FEEDBACK STORYLINES

Storylines can take a variety of forms (and formats). In the end, the most important thing is to convey the key aspects of the project as chosen by the community, and in a manner that those creating the storylines can commit to. Storyline themes can vary greatly from project to project, depending on your objectives. If the goal is recruitment, storylines with participants' positive experiences and tales of impact can go a long way; if it is to raise funding or awareness, then participants' stories of urgency and change might have more impact.

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FORMAT
Method

TIMEFRAME
< 1h

GROUP SIZE
All

FACILITATION LEVEL
Low

REQUIRED MATERIALS
Video, blog posts, photos

STEPS

1
2
3
4

1 Define your storyline objectives for the project. What is it that you hope to achieve by telling people about what you are doing and why?

2 Identify themes that can help you articulate your storyline objectives. Are there any community anecdotes that might support these themes?

3 Define a medium. Think about the skills and resources you have available, as well as what the participants feel most comfortable sharing. Is video an option, or a step too far? Do you have the capabilities to deliver in your chosen medium? Will a social media post or well-written blog entry suffice?

4 Create, compose and distribute.

Benefits

Participants' experiences can be a very powerful tool to raise awareness of the project and its aims, as well as being helpful in recruiting future collaborators.

Tips

A guiding question while implementing this method: why are we all here doing what we are doing?

Sources

1. GoNano Project

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