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Tricks of the trade: FDC reports and proposals

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1. Storytelling I



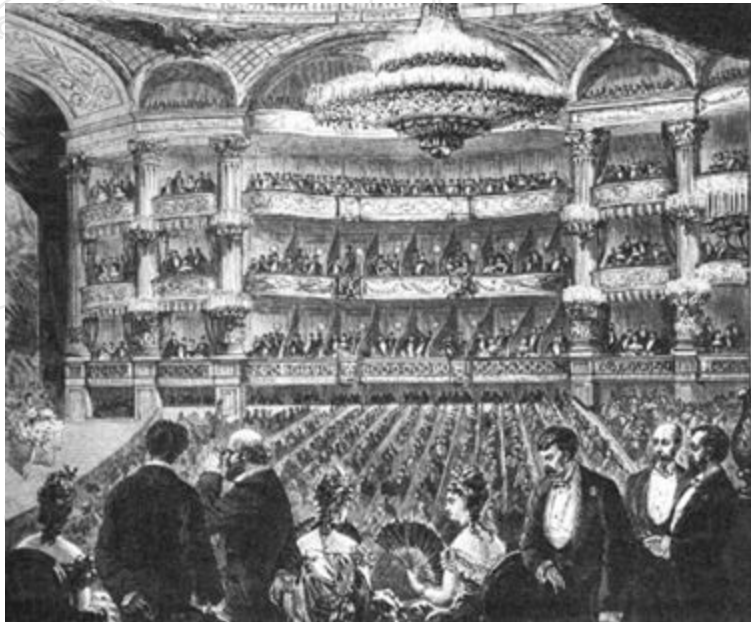
Good proposals and reports are more than sheer facts and numbers, they tell stories:

- A story connects you to your audience
- A story provides context
- A story is a tale of struggle leading to change

Common elements of good stories:

- Simple – easy to understand
- Emotional – humor, pain or joy
- Truthful – authentic and believable
- Real – first hand experience

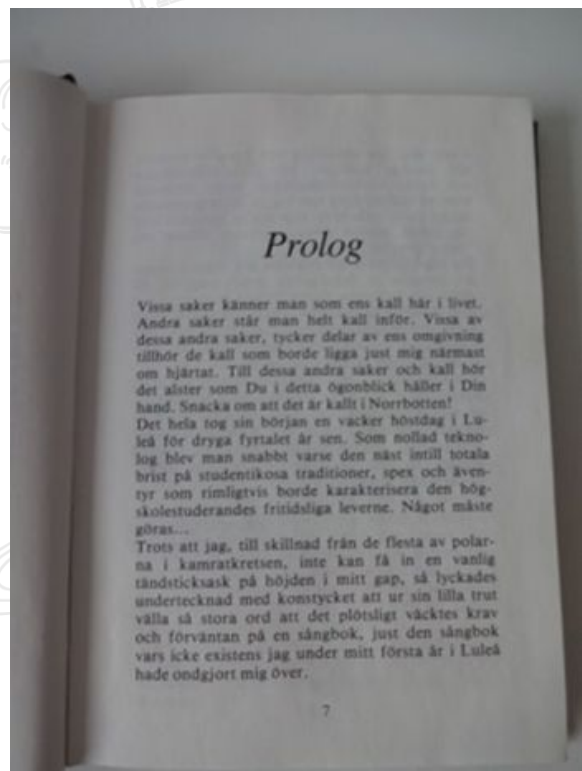
2. Storytelling II



Stories have the power to captivate, convince or convert audiences:

- Determine who your audience is
- Put yourself in their shoes
- Tailor your stories for your respective audience
- Make use of test audiences: share work in progress, exchange with FDC staff and other chapters

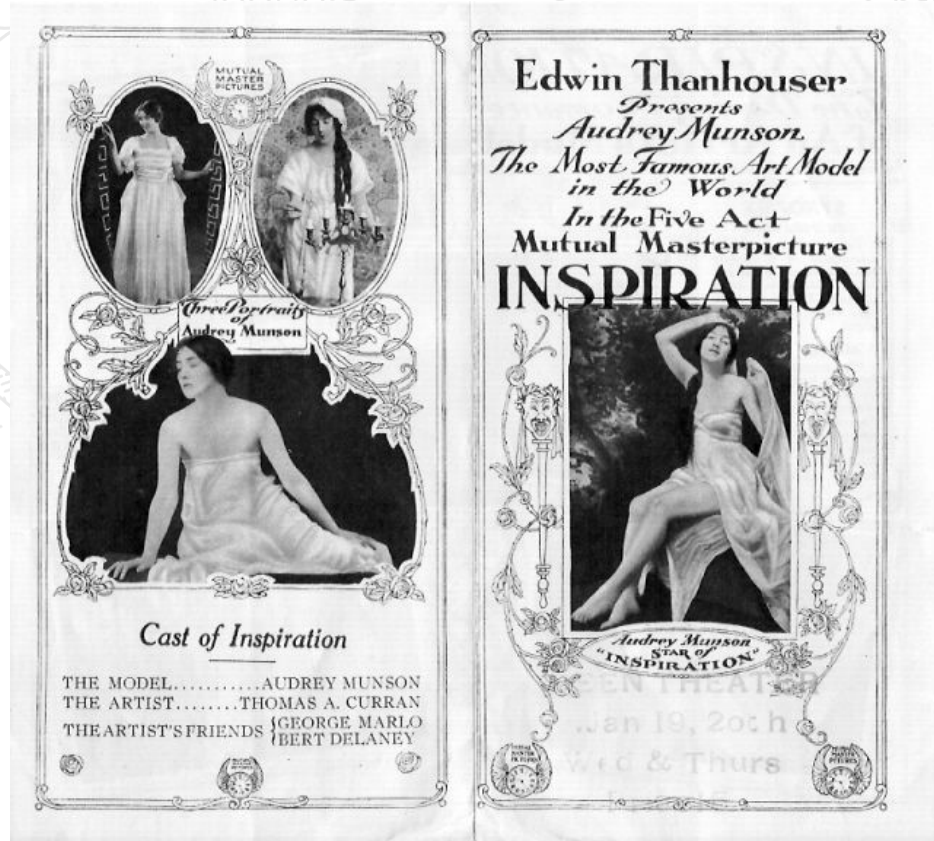
3. The Prologue



The baseline is the prologue to your story:

- The story starts way before your first proposal
- Get a feeling for what you achieve with your projects
- Collect data and information as soon as possible – good documentation is key
- Provide context about the framework conditions you operate in

4. Inspiration



Always look for fresh stories and new ways to tell them:

- Tell how you solved problems that other people might have too
- Give your volunteers a voice
- Report on how you tested different solutions to a problem and why you chose the one you did
- Answer questions with your storytelling

5. The numbers

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G	1	8	8	11	6	7
F	1	2	4	18	7	7
M	9	41	5	6	5	2
A	8	17	1	2	10	7
M	4	13	0	1	14	7
G	1	12	47	1	4	7
L	1	13	11	1	14	7
A	7	12	4	2	13	7
S	8	18	80	1	0	2
O	7	1	18	8	4	0
N	4	4	7	1	1	7
D	2	9	0	8	0	7

Numbers can be protagonists or sidekicks:

- Give them the adequate role that supports your story
- Numbers and data can serve several purposes
 - Show performance / accountability
 - Support learning
 - Influence action and values

6. The medium

[[wiki]]

Take advantage of the fact that the medium for your story is a wiki page:

- Don't overload your proposal with details, provide links to background information where necessary
- Create learning patterns
- Use multimedia content where possible

7. Resources

https://meta.wikimedia.org/wiki/Grants:Learning_patterns/Storytelling_for_grant_reports_and_proposals:_tricks_of_the_trade

https://meta.wikimedia.org/wiki/Grants:Evaluation/Reporting_and_Storytelling

https://meta.wikimedia.org/wiki/User:MCruz_%28WMF%29/Sandbox/Storytelling_toolkit

<http://www.frameworksinstitute.org/workshops/wideanglelens/children/part1.html>

http://www.sparknow.net/publications/SDC_Story_Guide_en.pdf



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