

Storytelling Checklist

Does your story have all the elements to engage your audience?

Once you have a draft of your story, run it by this checklist and find the key elements of storytelling. You will find here two different check lists: the Cooperative Principle, that can be used for any story format; and the Grant Report Rubric, created specially for grant reports.

Cooperative Principle

The Cooperative Principle¹ is a series of four social expectations or “maxims” of conversation as introduced by Paul Grice to describe the effective communication.

☐ Maxim of Quality

Information should be true and accurate. Quality implies that what is stated is (1) avoids stating something that is false; or (2) for which one lacks evidence.

☐ Maxim of Quantity

Make your contribution to the conversation as informative as is required, avoiding excessive or overly detailed information.

☐ Maxim of Relevance

Avoid giving information that is not relevant to your story. Maintain a clear focus and clearly connect the points shared to the context with which it applies. This is strongly related to the maxim of quantity, however focuses also on the internal consistency of the information exchanged.

☐ Maxim of Manner

While being brief and to the point (attending to the maxim’s of *Quantity* and *Relevance*), it is also important to be as clear as possible. Be orderly and brief, but leave no ambiguity or obscurity in the information exchanged.

¹ https://en.wikipedia.org/wiki/Cooperative_principle

Grants Report Rubric

The Grants Report Rubric was developed by the Program Capacity and Learning team at the Wikimedia Foundation. They focus on two aspects of grant reports: storytelling and metrics reported.

Storytelling

□ Attention

Introductions to projects/programs grab audience's attention with a compelling hook. The narrative includes:

- Local story
- Quote
- General fact
- Project statistic

□ Because

Explains Relevance. In the narrative, the author:

- Shares why it matters.
- Uses the word "Because"
- There is a demonstrated fit to need.
- Includes a powerful testimonial.

□ Chorus / Content

This is the key message you want people to take away. In the narrative of the report, there is:

- A clear key message
- A clear context
- Clear starting concept / Theory of Change
- Concrete example shared

□ Do

The report leave its audience with a clear idea of next steps. In the report, there is:

- A clear call to action
- Clear strategies
- Commitment to next steps
- SMART targets.