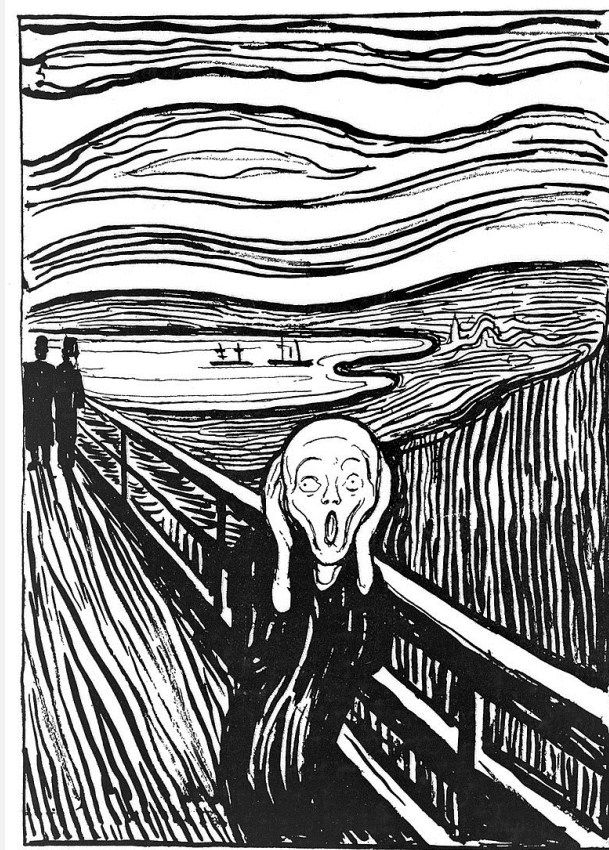




Tricks of the trade: FDC reports and proposals

Claudia Garád
CEE Meeting 2015

Welcome to the FDC



Geſchrei. Eitſchographie. 1895.

1. Storytelling



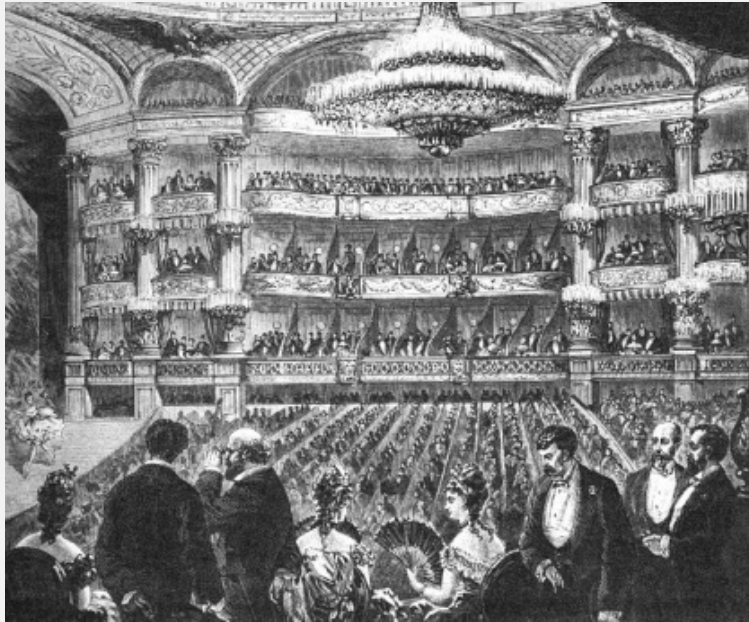
Good proposals and reports are more than sheer facts and numbers, they tell stories:

- 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

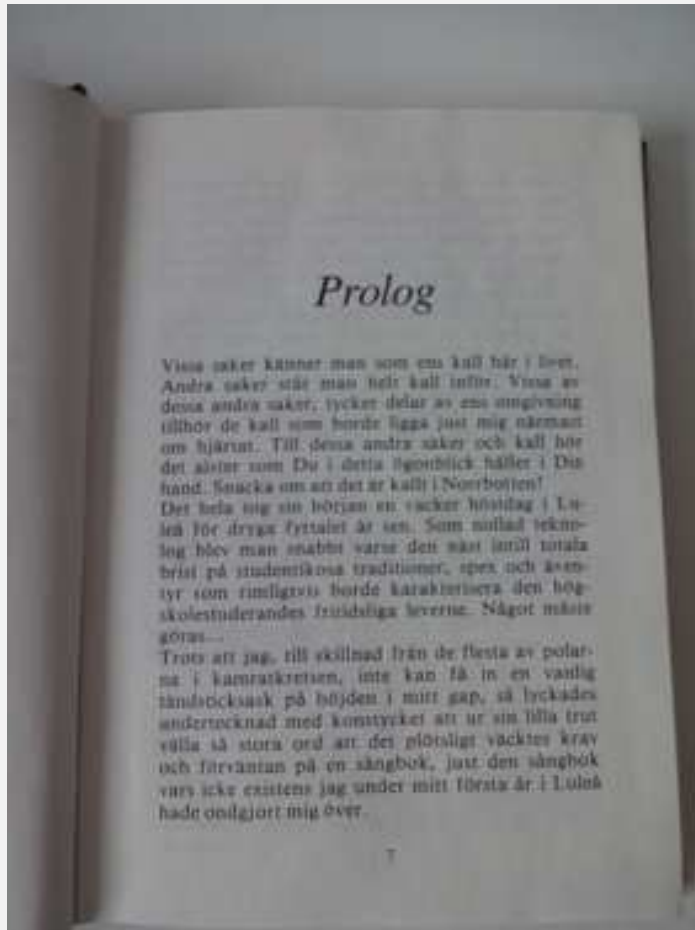
2. The Audience



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

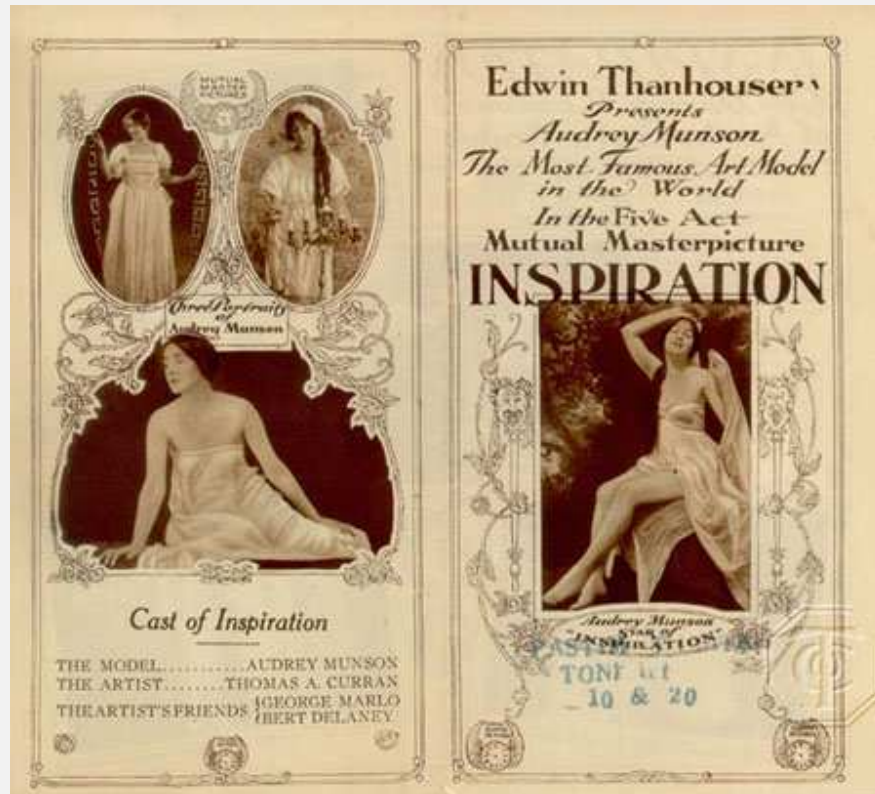


Thuleinnehavare [CC BY-SA 4.0]

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

Tavola א ב ג ד ה ו ז ח ט י

| | | | | | | |
|---|---|----|----|----|----|---|
| G | 1 | 8 | 8 | 14 | 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 | 14 | 1 | 14 | 7 |
| A | 7 | 12 | 4 | 2 | 13 | 7 |
| S | 8 | 18 | 80 | 1 | 0 | 2 |
| O | 7 | 1 | 18 | 8 | 4 | 8 |
| N | 4 | 4 | 7 | 1 | 1 | 7 |
| D | 2 | 8 | 0 | 8 | 0 | 7 |

Wellcome Trust [CC BY 4.0]

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



Luigi Chiesa [CC-BY-SA-3.0]

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: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