



Telling your program story

Session #1: Storytelling strategies for improved reporting

Overview of the series

1: Storytelling strategies for improved reporting

- Report structure
- What questions are useful? What questions are missing?
- Different sources for reporting

2: Infographics and the visual display of information

- How do reports connect to tell a flowing story?
- Using color coding.
- Use of infographics.
- Find the media to showcase your program.

3: Frame your measures to tell the story you want

- How to talk about advocacy in the report.
- Why does *this* partnership matter?
- The report as a learning tool. How to articulate it with annual plan and evaluation plan.

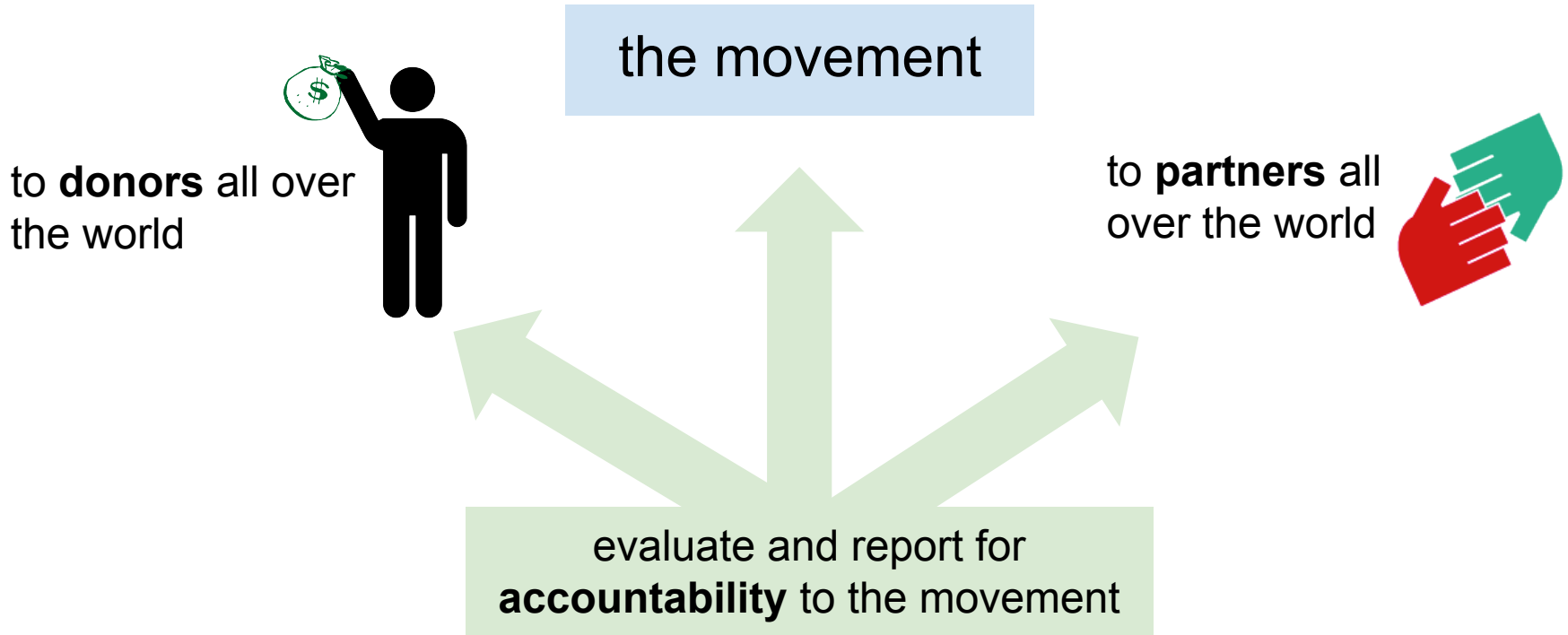
Why do we evaluate and report?

The essence of the movement lays in **sharing what we know**.

At the movement organization's level, this means **exchanging knowledge** on process, programs and projects, what works and how, to achieve the **movement's goals**.

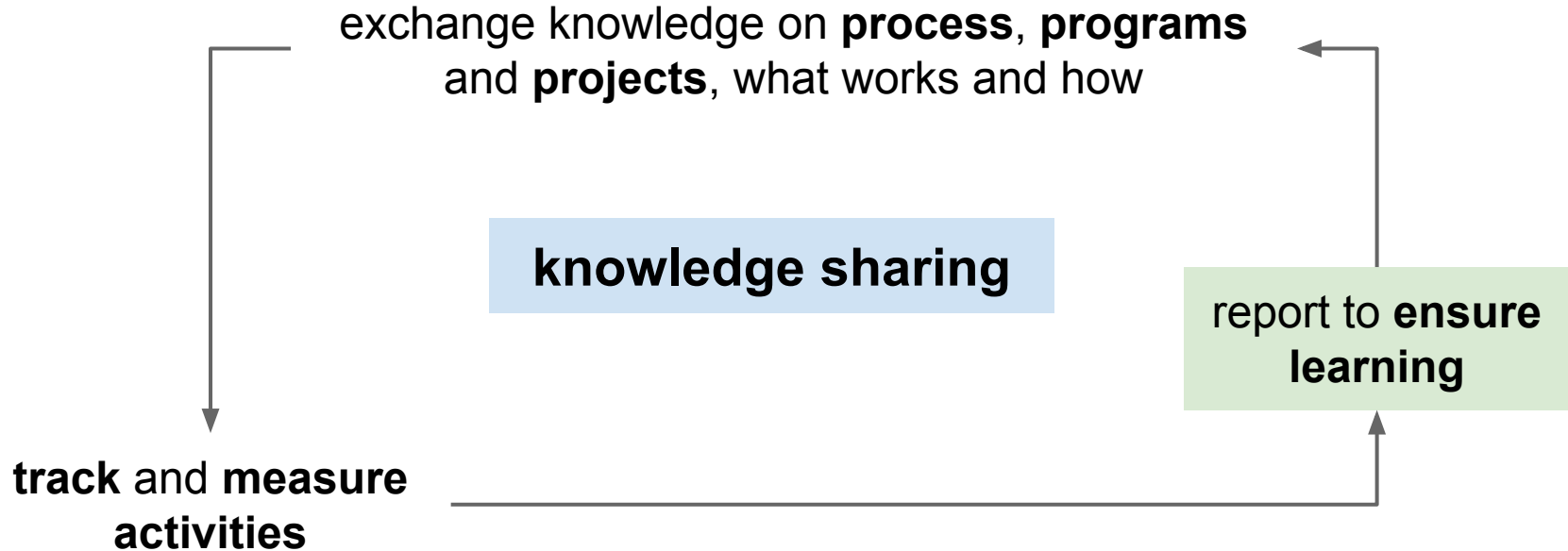
Why do we evaluate and report?

At the movement level...



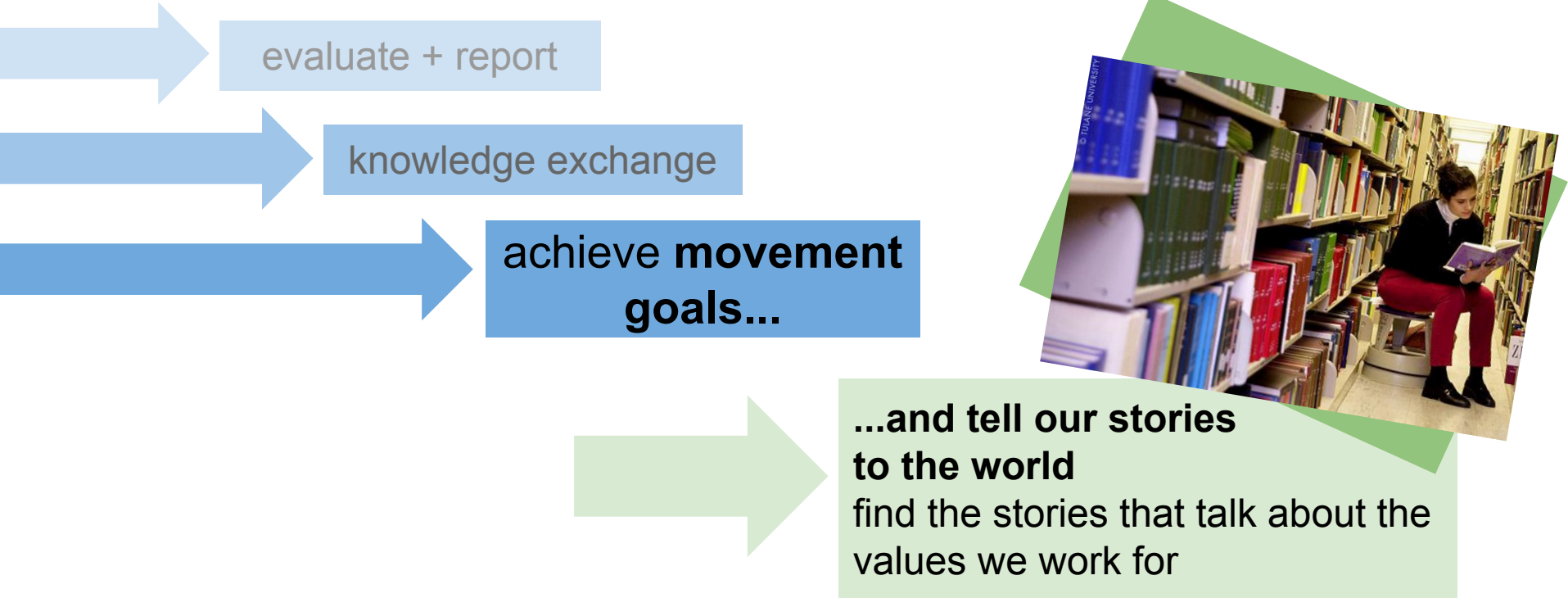
Why do we evaluate and report?

At the movement organization level...



Why do we evaluate and report?

At the movement, organization and global level...



The basic elements

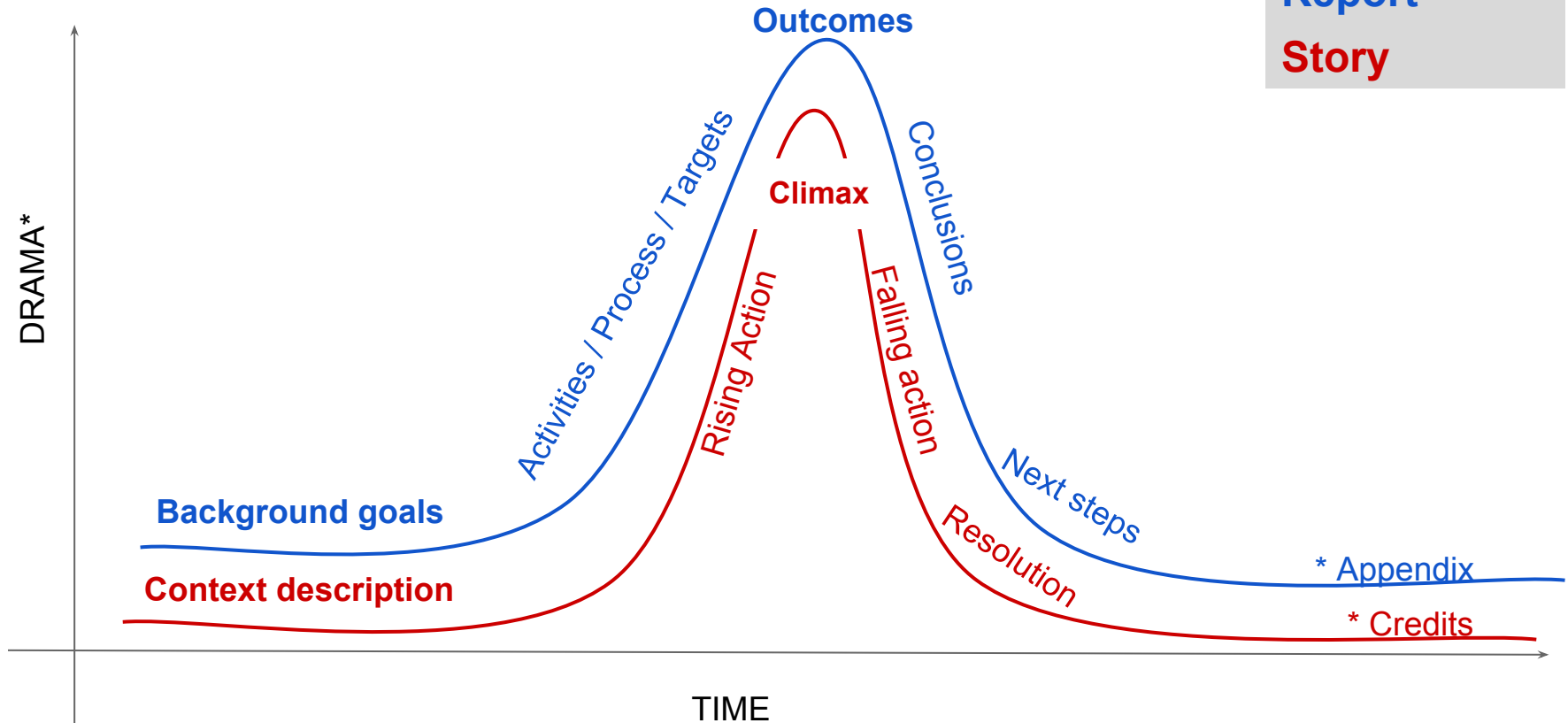
Report	Story
Background goals	Context description
Activities / Process / Targets	Rising action (i.e., chain of events)
Outcomes	Climax
Conclusions	Falling action
Next steps	Resolution
Appendix	Credits

The basic elements

LEGEND

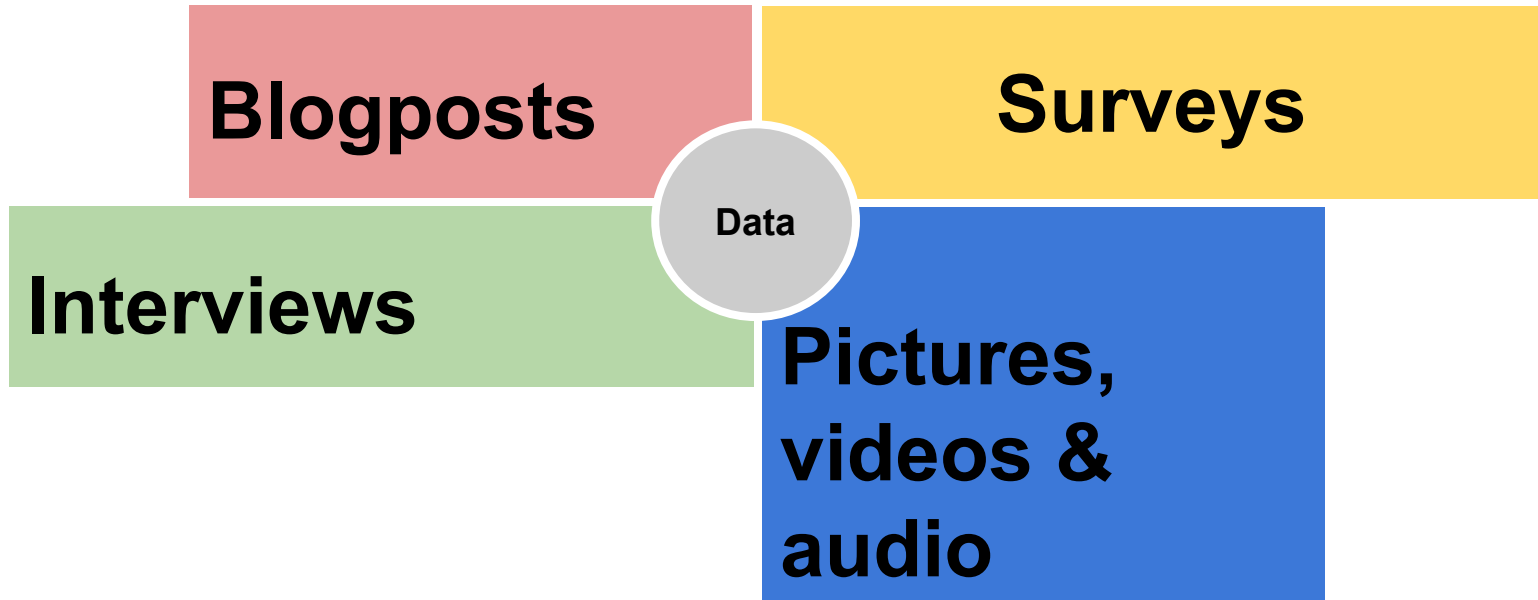
Report

Story



Using different sources

The work you do on a regular basis can help you find the stories you want.



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Blogposts

The blogs you write may talk about an event, a process or describe a program's progress.



Use them as links in the report for **further reading**.

Interviews

Talk to the people who participate in your program: What brought them there? Why is it important for them? How is what they do related to the movement?



These quotes provide **meaning and depth** to numbers.

Using different sources

The work you do on a regular basis can help you find the stories you want.

Surveys

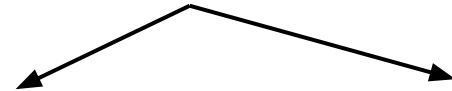
This resource helps you have an **overall look of the audience you address** in your activities. How many people might come back? What did they like best?



Surveys can provide the overall **numbers** of your programs and projects.

Pictures, videos & audio

What does your program or project look like?



Take **pictures** of your activities and share them when reporting.

Include outreach **videos** or any other media.

Find examples on meta:
Grants:Evaluation/
Reporting and Storytelling

Case study: Wikimedia Estonia

Instead of reporting all of the details involved in how the project was conducted, WMEE reports **key factors** that blocked or enabled a project.

Short description tells what the project is, who is involved and why it is important.

Analysis tells me what the outcomes mean.

We can **learn more** in the backup links.

III General events

WIKIPEDIA SUMMER DAYS [\[edit\]](#)

Since the year 2009 Estonian Wikipedians have organized annual gatherings in the summer c supported the organization of these annual meetings.The aim of the annual gathering is to dis in the community.

In the year summer days took place from the 10th to the 11th of August on the isle of Aegna.

Activities:

- Finding a suitable time and location for the event,
- Coming together and discussing.

Results:

Wikipedia summer days were held with 12 participants.

Fit to strategy:

Infrastructure - Stronger bonds within the community create the basis for the stronger infrastru

Short analysis:

Although the participation on the event could be higher, Wikimedia Eesti is happy with the con

Future:

Wikimedia Eesti will continue to support the organization of the event.

Links:

Team members:

[Ahssoos](#)

Project page:

[On-wiki page about Wikipedia Summer Days 2013](#)

Case study: WM Czech Republic

The blogpost shares best practices for other small chapters who might plan similar programs.

TIPS

How can the program / project you coordinate become a **learning process** for others?

Take a step back and look again: what are the **overall lessons** you learned, that can be useful to others?



WIKIMEDIA blog

TECHNOLOGY MOVEMENT EVENTS FOUNDATION

Starting an education program for small chapters 1.0

BY VOJTĚCH DOSTÁL ON JUNE 26TH, 2013

1 COMMENT

Hundreds of Czech university students have had a “different” homework during the past two years. Instead of writing essays that end up in the teacher’s drawer (or worse, garbage bin), they took part in the Czech program “[Students Write Wikipedia](#)” and made a Wikipedia entry which will last and serve as a source for thousands of Internet users. [Similar](#)



Education program leaders have to be didactic teachers of Wikipedia principles.

Case study: Wikimedia Argentina

SPECIAL STORY

An archive with many stories to tell

By [María Cruz](#)

The last editing marathon that took place in Buenos Aires was celebrated on July 20th and it was called Memorial Edit-a-thon. It took place in what used to be a "black site" (clandestine detention facility) during the last military dictatorship in Argentina. Now the Space for Memory and Human Rights works in that facility. Both this organization and Wikimedia Argentina organized the event, which had an amazing turnout and brought together people from very different backgrounds. Among the attendees was Mónica Hasenberg, a photographer that dedicated most of her career to political activism. She owns a photographic archive of 45,000 photographs, that depict many moments of Human Right protests in Argentina. After the event, the staff of WM-AR spoke with her about the meaning of registering moments, preserve and share them with the community.

The story behind the Hasenberg-Quaretti Archive

When did you start to keep organized the work you and your husband were doing as photographers?

My husband and I worked for different clients, as contractors, but always keeping the rights of the images for ourselves. Back then, archives didn't have the value they are given today. We had a lot of negative stripes kept in envelopes, with only the title of the article they were done for and no further sorting code. Drawers filled with negative stripes. I don't remember when was it that I started to organize the archive. We moved a lot back then and we lost a lot of material. I had some training in archives and one day I realized the value of the pictures we had. I bought folders and archiving material and set to work. This was by the end of the [military dictatorship](#), in the first semester of 1983. During the late 70s, the only job my husband had was for Familia Cristiana, a magazine produced by nuns who practiced [Liberation Theology](#). This group was very strongly related to [Madres de Plaza de Mayo](#). Those were difficult years, since we couldn't go around saying we worked for that magazine. I call those years the "internal exile", we confined ourselves to our home and didn't join any working union. If you look into the archive, there are no photos of the repression that was going on in the streets: we had to protect ourselves and



Mónica Hasenberg, owner of the photo archive Hasenberg-Quaretti

By interviewing an edit-a-thon participant (who donated part of her estate to Commons) WMAR brings out the importance of socializing an archive, and how it matters to the local history.

Other resources

[Program resources on the Evaluation portal \(available for translation\)](#). This page will give a set of resources on setting goals, metrics and tools to measure around the most common Wikimedia programs.

[Share what you know through a Learning Pattern \(available for translation\)](#) Capture your learning processes with a Learning Pattern you can share with the community.

[Reporting & Storytelling page on Meta \(available for translation\)](#) Find in this page the future meet ups. We will soon post new toolkits to help you develop narrative strategies.

[Wikimedia Estonia's guide to writing a reports and proposals \(in English\)](#). This guide outlines the best practices developed by the chapter in report and grant proposal writing. (Thanks to Kaarel Vaidla for sharing!)

[Wikimedia Mexico's guide to writing a report \(in Spanish\)](#). This guide has very useful information on how and why to write a report, what are the key questions and steps you need to check when writing a report. (Thanks to Iván Martínez - user:ProtoplasmaKid- for sharing!)

[Wikimedia Deutschland Chapters Dialogue project \(in English\)](#). This page is a great example of how to organize a report, use visual resources and designing different parts to tell the story.