

Audiences For Our Stories Roundtable Notes

Audiences:

- State agency for funding
- School districts
- Donors/sponsors/businesses
- Internal users of stories/sharing stories internally

What changes would there be to different audiences?

- Foundation/application/anecdotes
- Data vs. empathetic
- Website vs. non-website
- New donors vs historical donors
- Social media tell stories every day
- Quarterly newsletter
- Board of Directors need stories - Storytelling training for board
- Parents of users of services
- Gala participants – stories that have not been heard before
- Funders – buy-in for long-term services
- Physicians/medical professionals – referral pathways
- Changes depend on metrics

How do you explain gaps in services?

- Doctors/providers
- Business partners
- General public/getting message
- Administrators and organizations who receive services
- Taking statistics/data and create picture