Telling your story with impact

BARKING·DAGENHAM
COUNCIL FOR VOLUNTARY SERVICE

superhighways
harnessing technology for community benefit

What we'll cover today

- ✓Storytelling essentials
- ✓Numbers and stories
- ✓Free and affordable digital tools

Let's get started...

Breakout rooms
In pairs
4 mins – 3 mins – 3 mins
Say hello to someone.

What stories do we tell about our work and why?

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel”

Maya Angelou, American poet and storyteller

“no numbers without stories, no stories without numbers”

Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

100 Volunteers

Nice and Serious

100 Volunteers

Nice and Serious

100 Volunteers

got out of bed on a
Saturday morning
to read to children

Nice and Serious

100 Volunteers

got out of bed on a Saturday morning to read to children

Nice and Serious

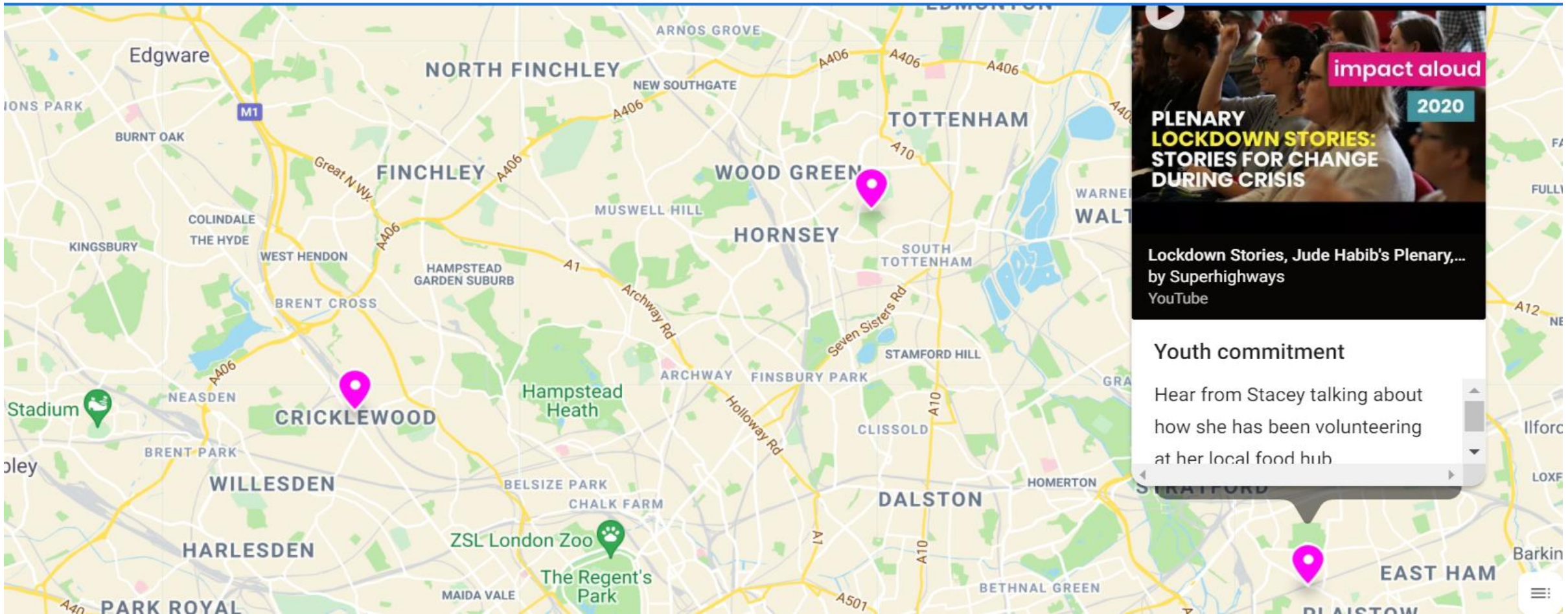
Fun, all in-one multi-media data collection and impact reporting

Padlet story map example

katewhite71 + 1 • 14d

London Stories

Made with panache



padlet

REMAKE SHARE

sorrelparsons + 7 • 1h

Presenting and reporting your impact 2

What's an impact highlight from your year? If you've got a video, link or want to talk on camera - even better!

Construction Youth Trust - We started our first Live Vacancies sessions, helping industry contacts present their job openings to the young people that we have been coaching over the past year

1 1

sorrelparsons 1h
Amazing!

Add comment

Wac Arts - Festival of Commissions

DRIVE THRU

We commissioned 6 artists, including BLINK Dance Theatre

4 0

Add comment

Circle Collective - we won the Social Value award at the Mayor of Lewisham Business Awards!

CHICKENSHED receives National Lottery Community Fund grant!

It was truly joyful to see #TheSBU intergenerational community come together at long last, after 18 months of

we worked with 321 more children last year than previous years

4 0

Add comment

We have not won any award yet but looking forward

3 1

Anonymous 2h
So I am commenting on my own statement as an anonymous person?

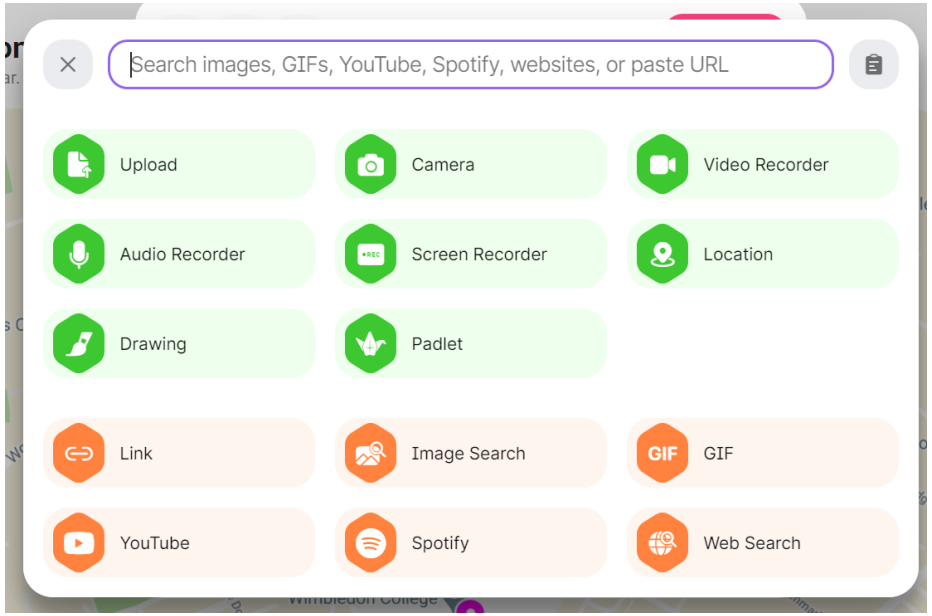
Add comment

Highlights from a challenging year at Catalyst In Communities - www.teamcic.com...

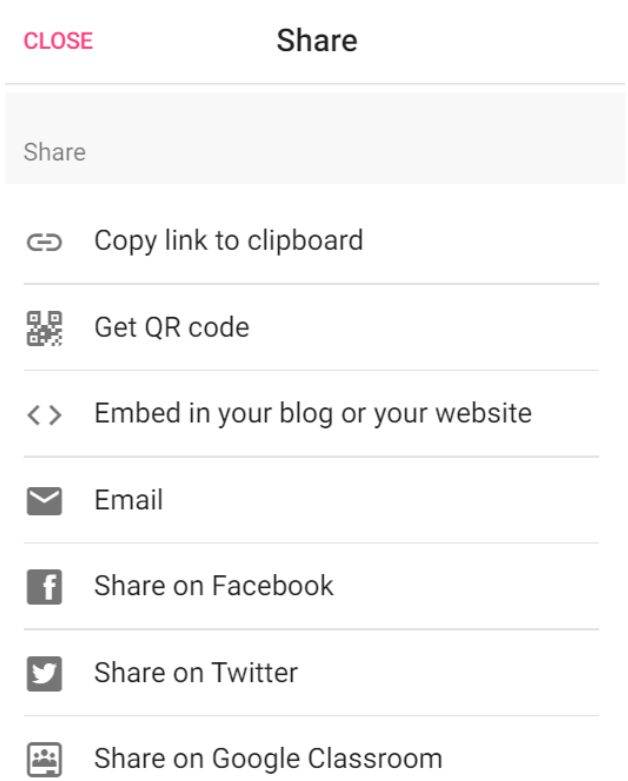
Tianna | Tales from the Circle

A year after T joined our programme with a severe anxiety disorder, we catch up with her... She's proudly completed an apprenticeshi

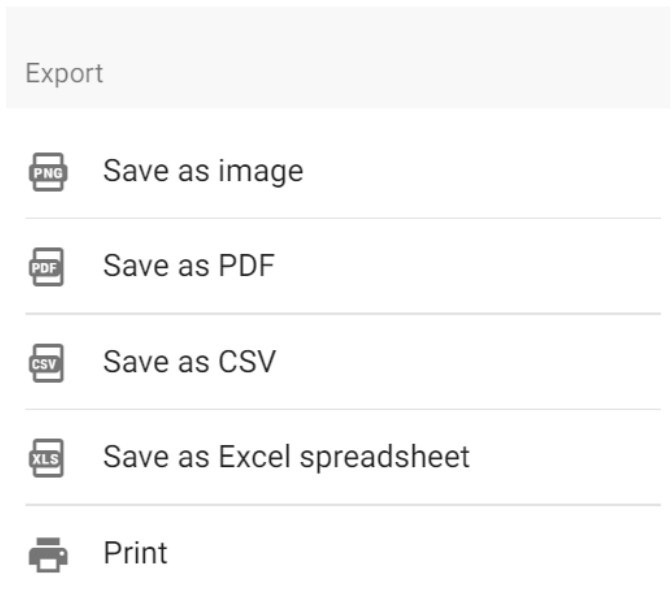
Add stories, share and export



Add images, audio recordings, videos, links and more.
When you set up your Padlet you can choose your privacy and moderation settings

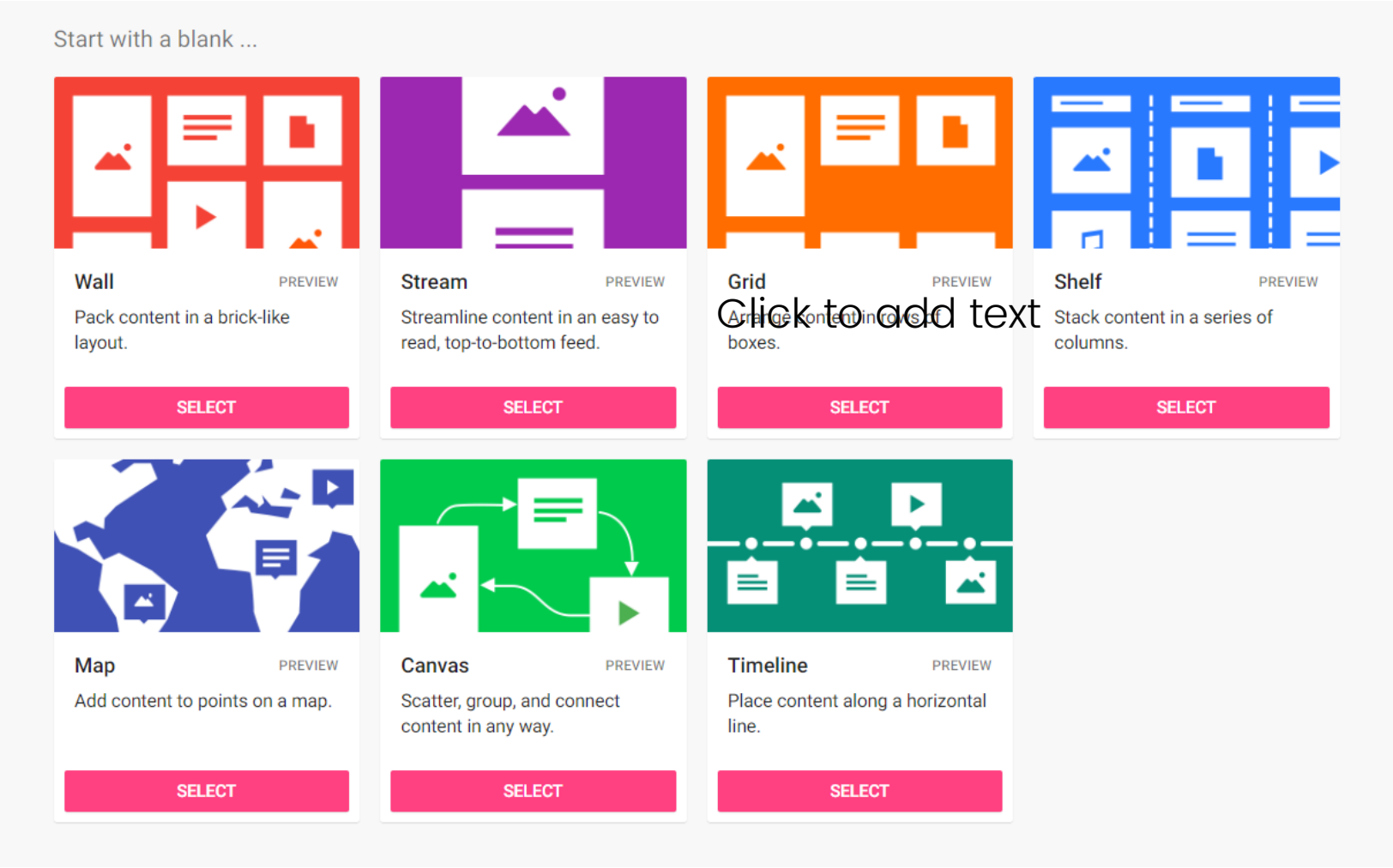


Multiple sharing options including embedding on your website.



Export options include to Excel and also PDF, which will show each full story

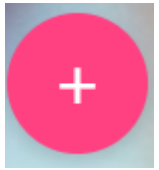
Multi-media story collections



Click to add text

Let's have a go with Padlet

Over to you: Stories with Padlet

1. DEMO
2. Go to Padlet
3. Click on the pink plus sign 

4. Create a post (great if it's audio or video!)

Hi, my name is […] and when I was a child I loved to do […] because […]

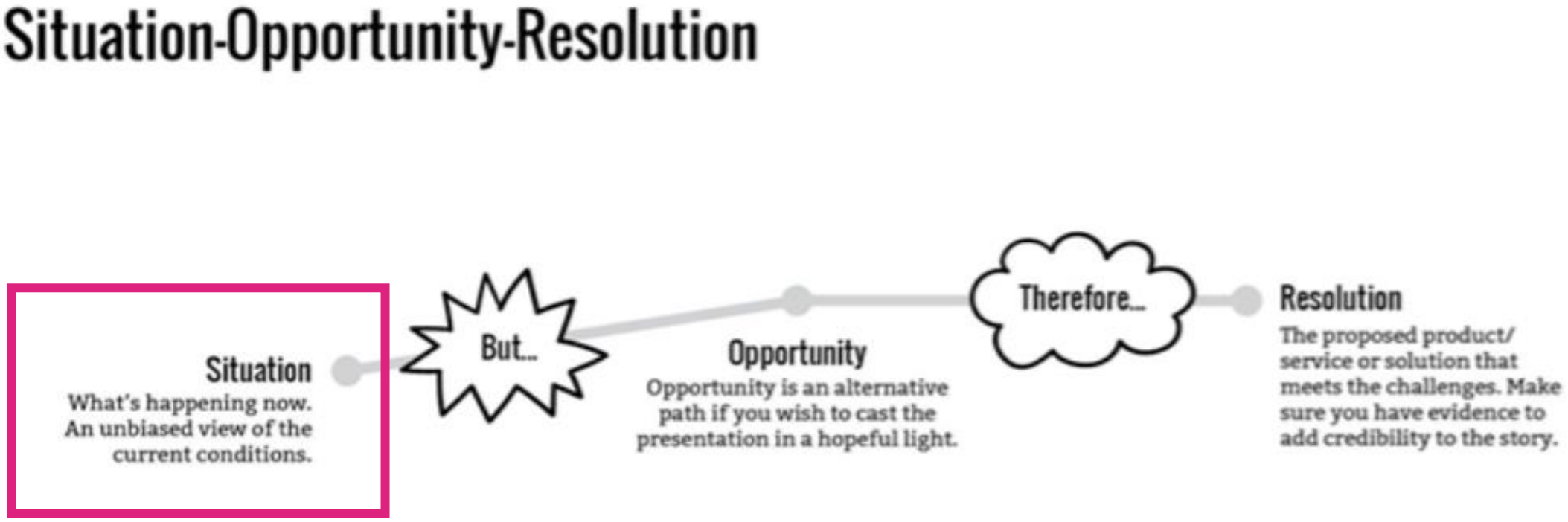
Storytelling techniques and shapes

Storytelling essentials: creating a narrative

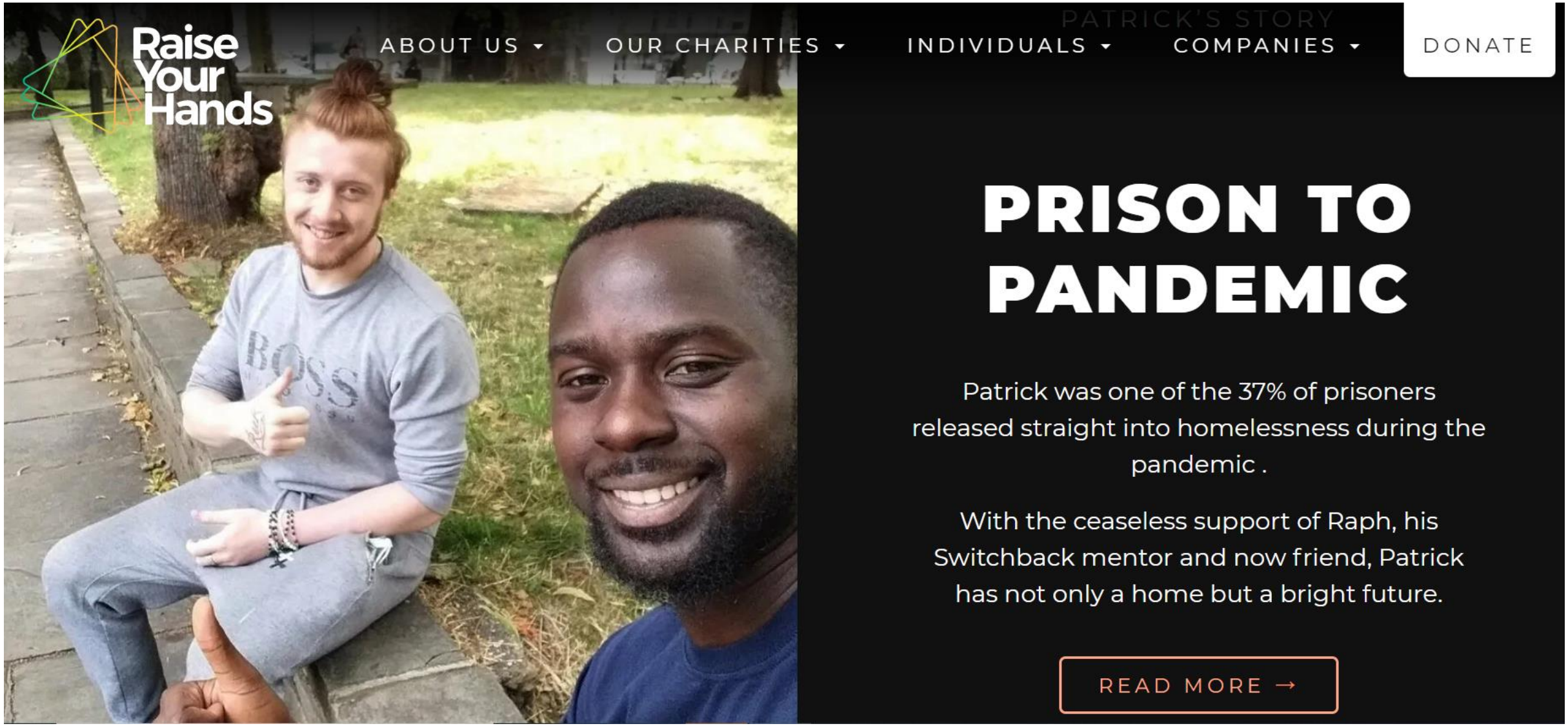
Outline a path from problem to solution

Storytelling in action with...

Simple story arc – useful for influencing e.g. policy makers



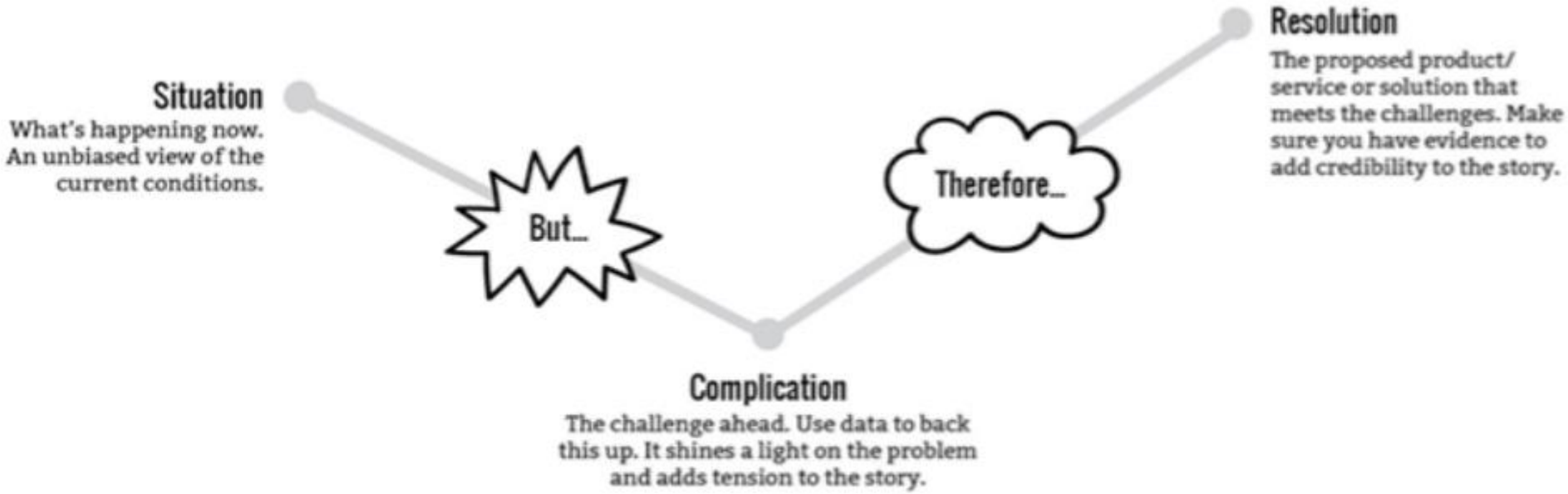
Presentation Guru



https://raiseyourhands.org.uk/stories/prison-to-pandemic/

Funder shares stories of grantees

Simple story arc – complication offers tension



Presentation Guru

Join Switchback's call to Reshape Release

Every month, thousands of people are released from prison with just a **plastic bag of belongings and nowhere to go**.

Prison leavers are 56% more likely to reoffend when homeless

This is not only a huge waste of human potential – it's also causing more crime and placing huge strain on public spending.

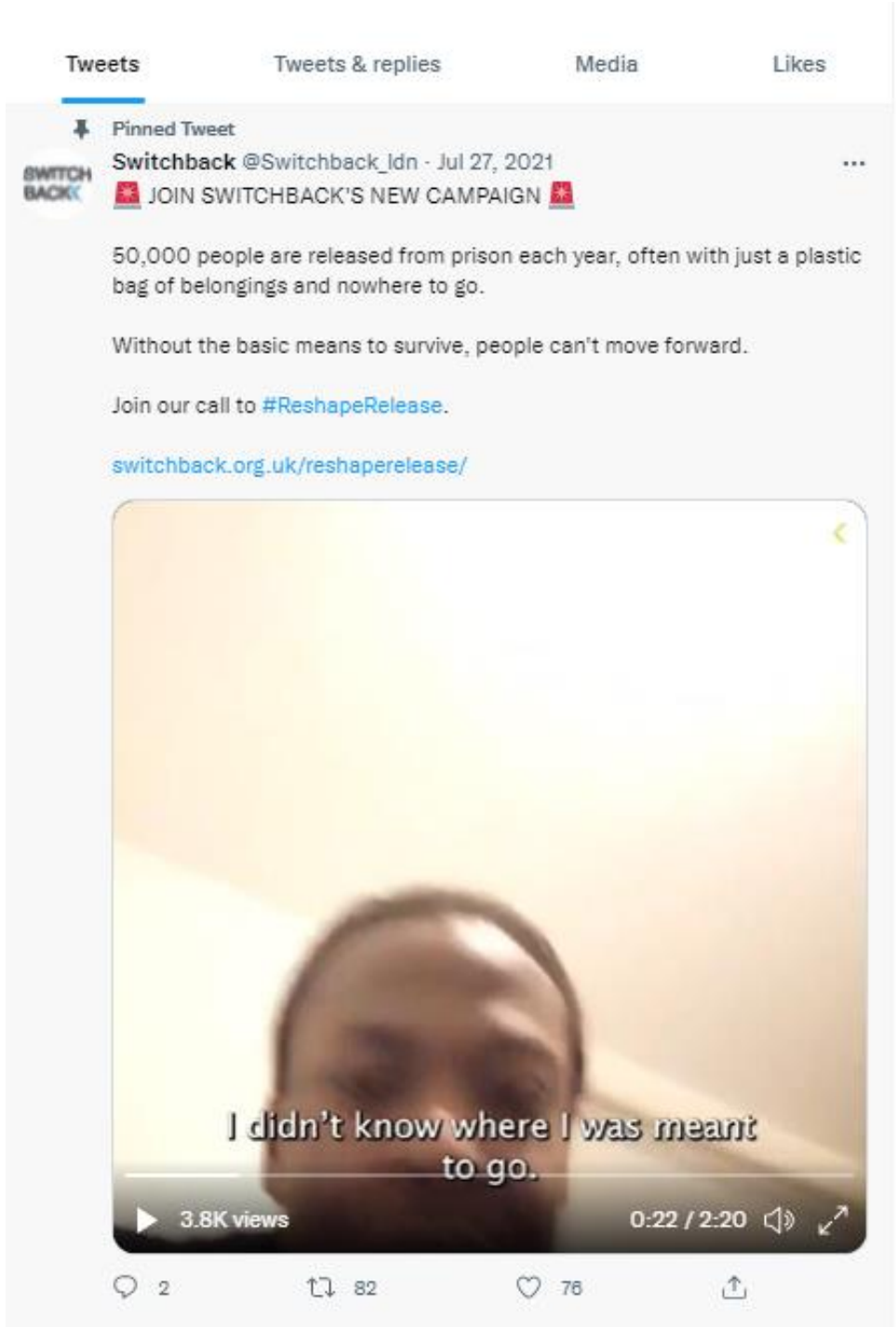
Reoffending costs the economy £18bn every year

We're calling on the government to **reshape release** for people leaving prison, to reduce reoffending and give people a real chance to change.

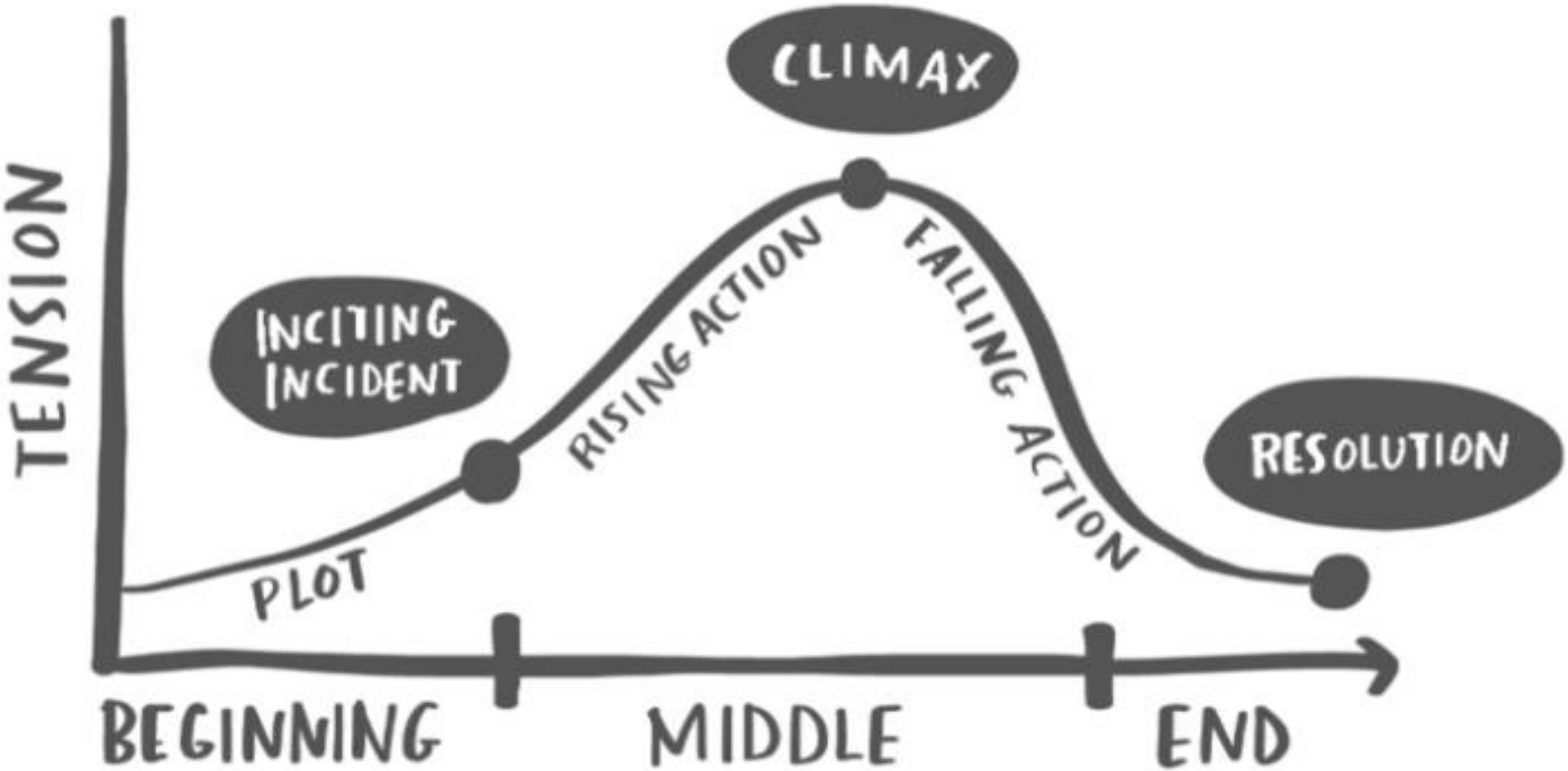
SEE OUR CALLS TO ACTION

SIGN UP TO OUR CAMPAIGN

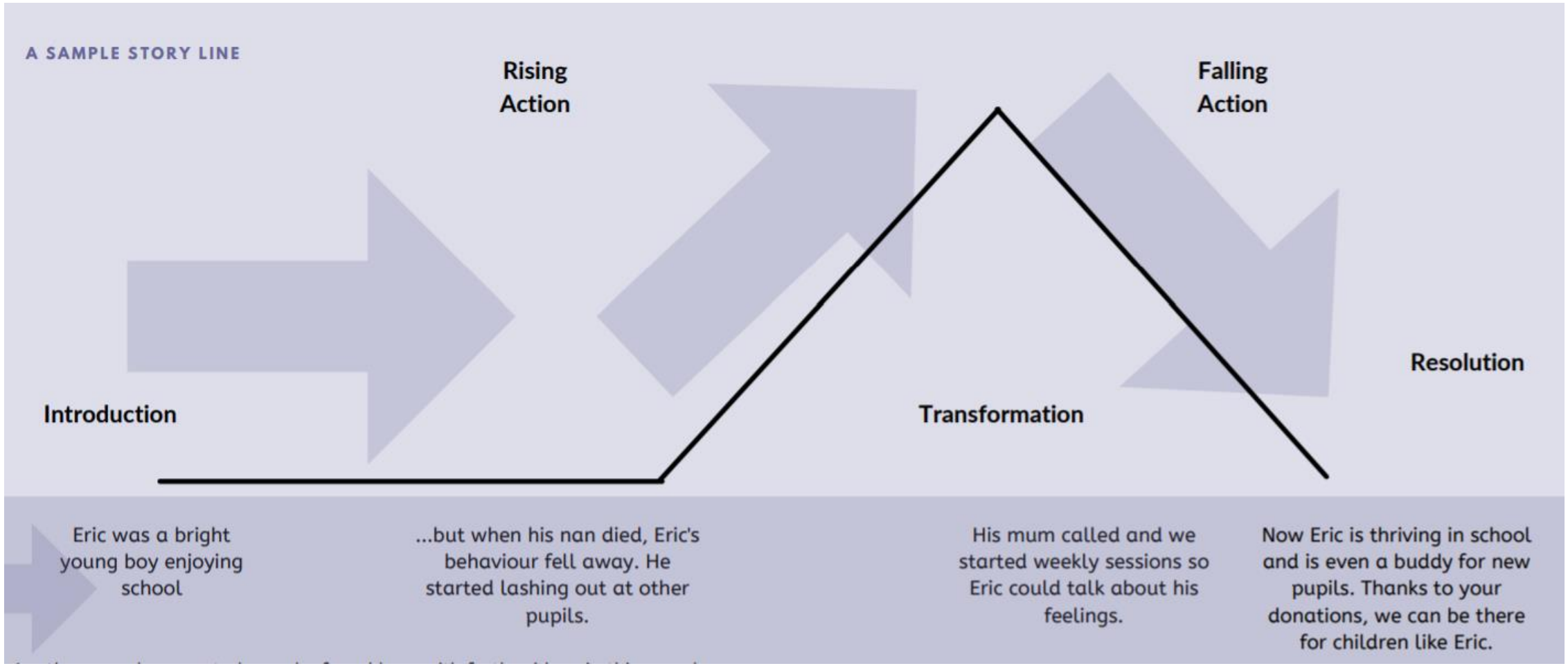
DOWNLOAD OUR BRIEFING



Simplified version for Twitter

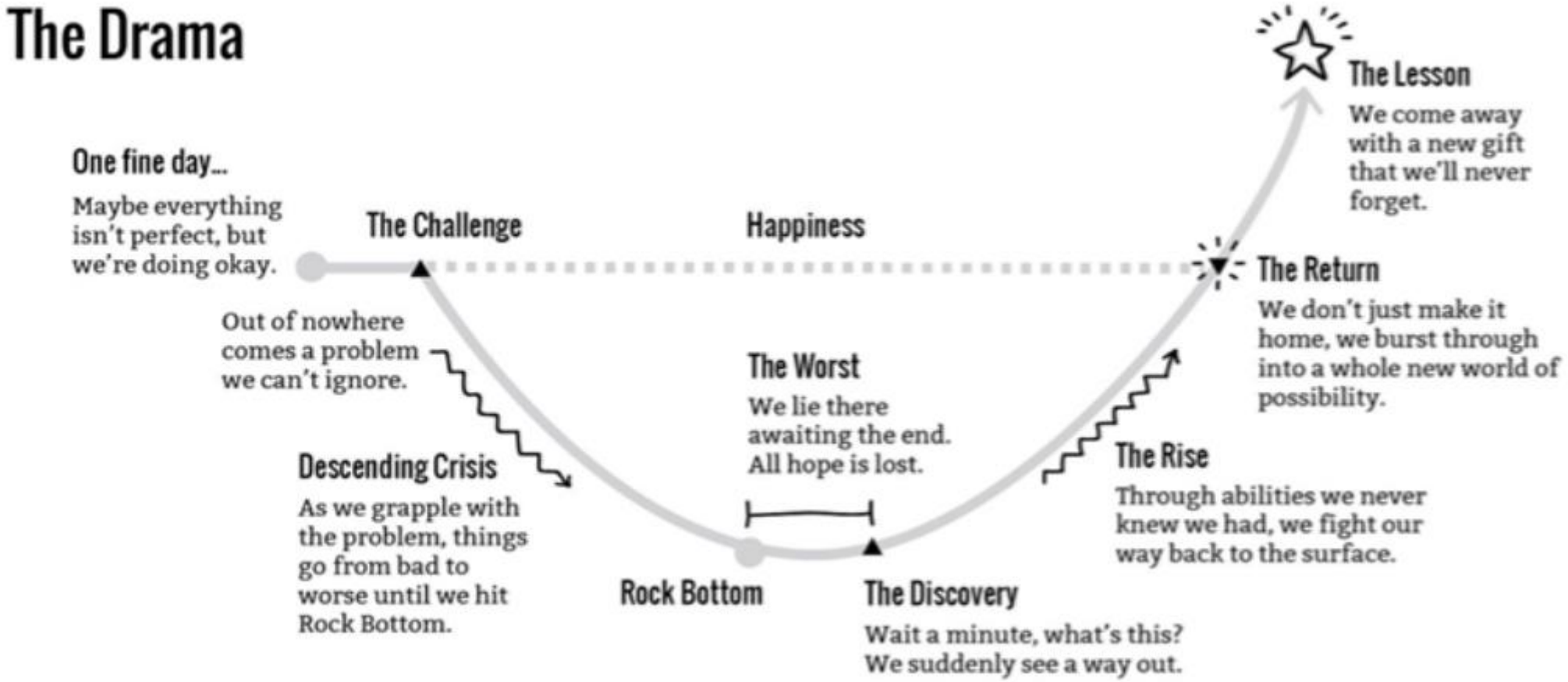


Storytelling with Data



[Writing a case study: telling powerful stories: Bexley CVS]

New belief or way of looking at the world – suits longer in-depth personal stories



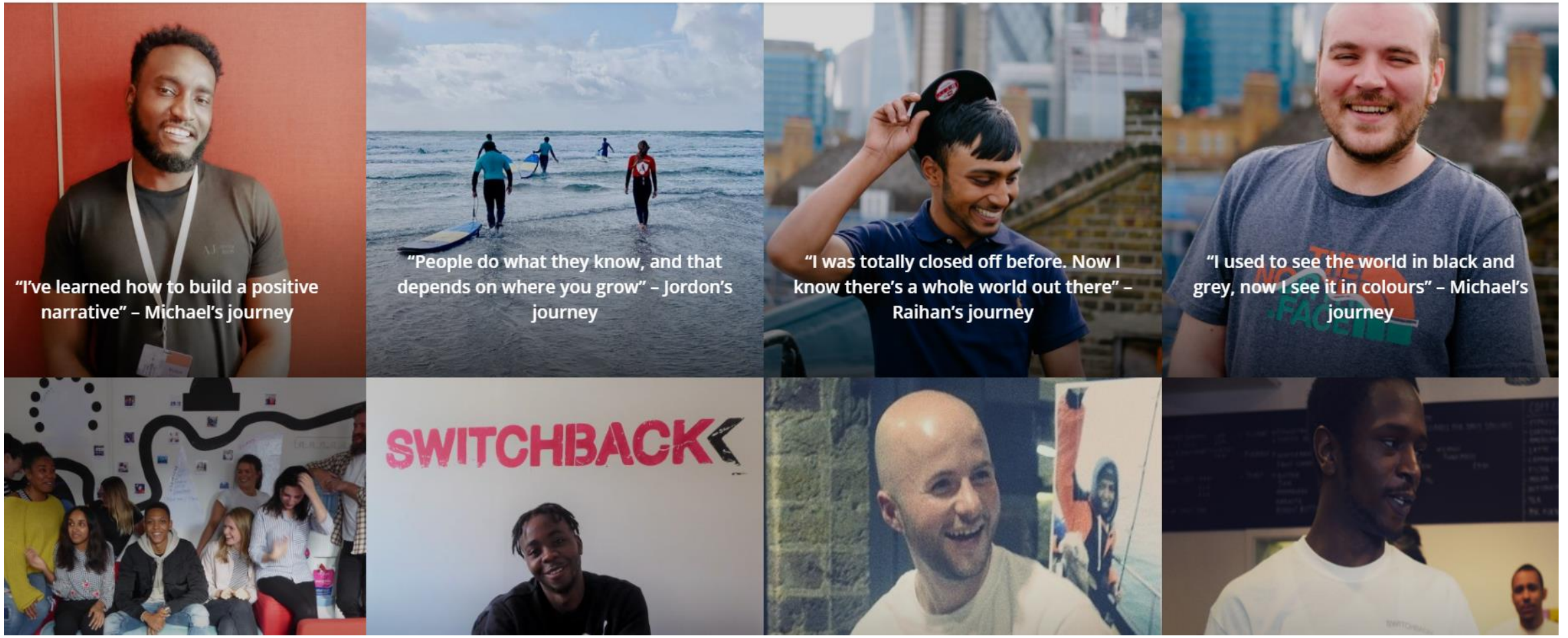
Presentation Guru

Classic hero storytelling

Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey					
Set up Tell us about your hero (es) and their world before the quest begins	**Call to adventure** What happens that causes your hero to undertake this quest	**The challenge** What trials or challenges are preventing your hero reaching their goal?	**The Climax** Show how your hero over comes obstacles and reaches their goal – with your help!	**Resolution** How is the world better now? How does your hero feel now?	**Call to action** Are you looking for more heroes? Or do you need funds for more quests?

Now called Adobe Express Video



When you get the slides, take a look at one of the first eight Switchback trainee journeys what kind of structures do you see?

Over to you: what's your story?

1. Think of a story
2. Choose a shape
3. Make some notes:

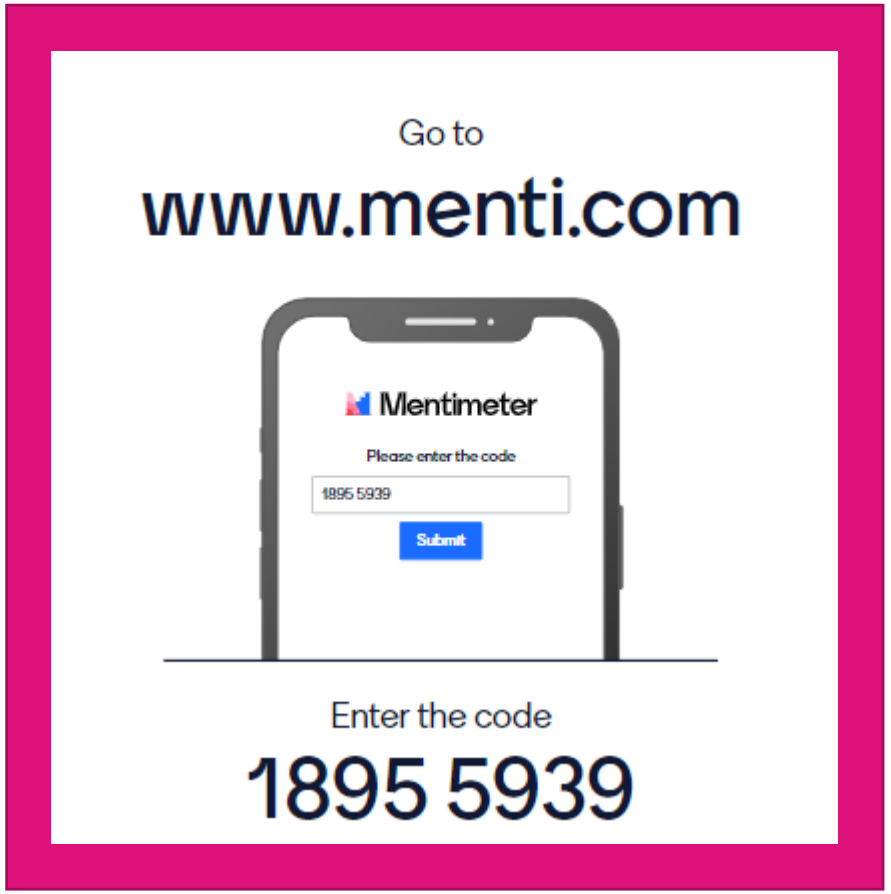
    1. What details do you need to make this work?
    2. What format/s does the story take
    3. Who's your reader, viewer or listener?

Quick break
10 minutes

What digital tools are you using to craft your stories?

Go to the Mentimeter link in chat.

Unless you prefer to use your phone



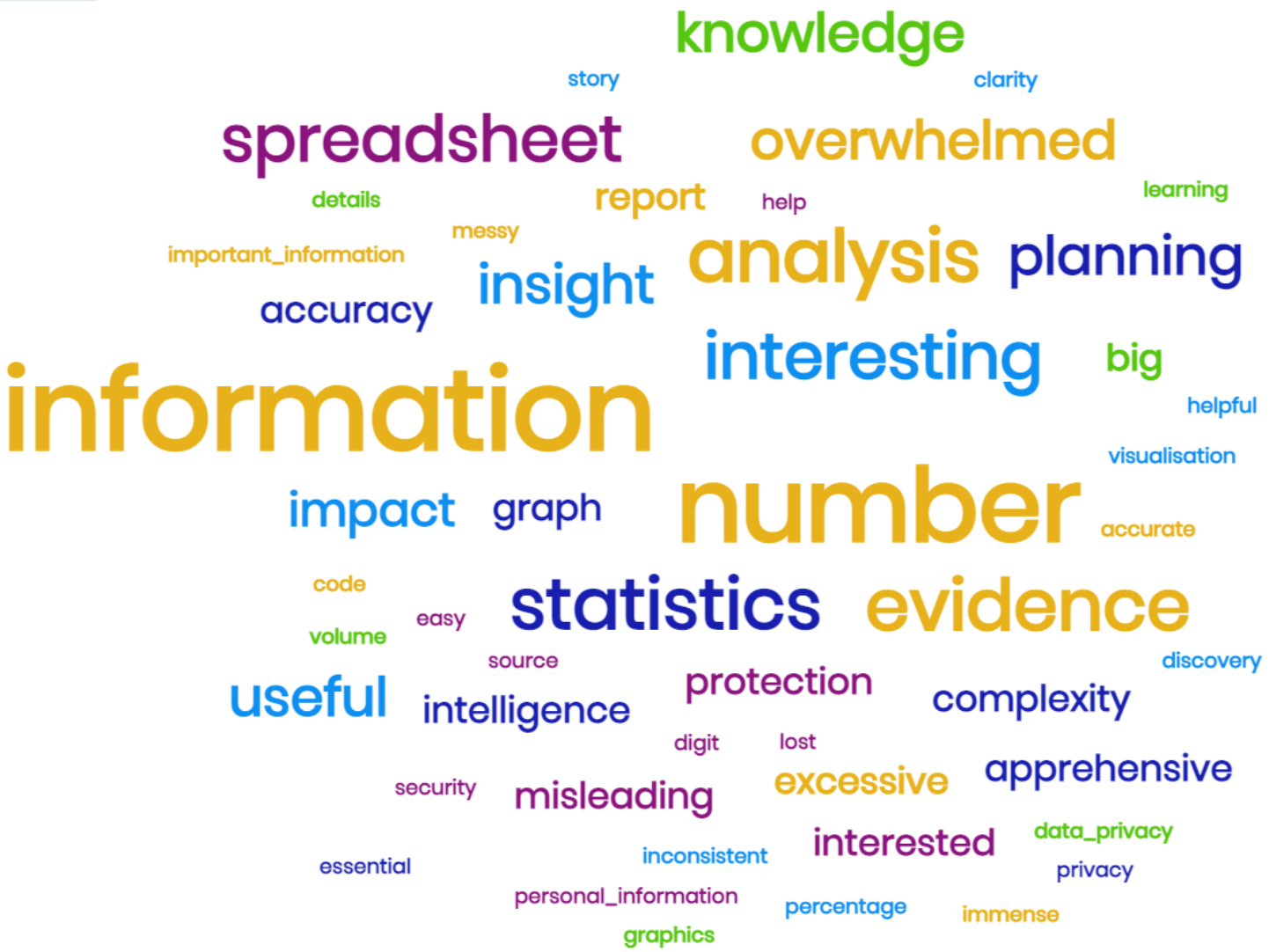
Discovering and sharing patterns from what people say: Wordclouds

What's a Word Cloud?

A word cloud is a visual representation of words used to highlight popular words and phrases based on frequency and relevance.

They provide quick and simple visual insights that can lead to more in-depth analysis.

Finding patterns with Wordclouds



We asked our Data Essentials training participants over a year: What does the word DATA mean to you?

(We used Mentimeter)

Pause and reflect for one minute...

One word to that describes how a young person would **feel** having attended one of your activities.

Your Wordcloud tasks

1. Go to our Google doc and type your word/s
2. Wait 1 minute so we can gather as many as we can
3. DEMO
4. Follow this step by step guide to using WorditOut to create a Wordcloud with the words you wrote

Limitations

Should I use a word cloud?

- ✓Clear ‘stop words’
- ✓Simple question
- ✓Often needs context – how much?
- ✓Not always a good indicator of sentiment

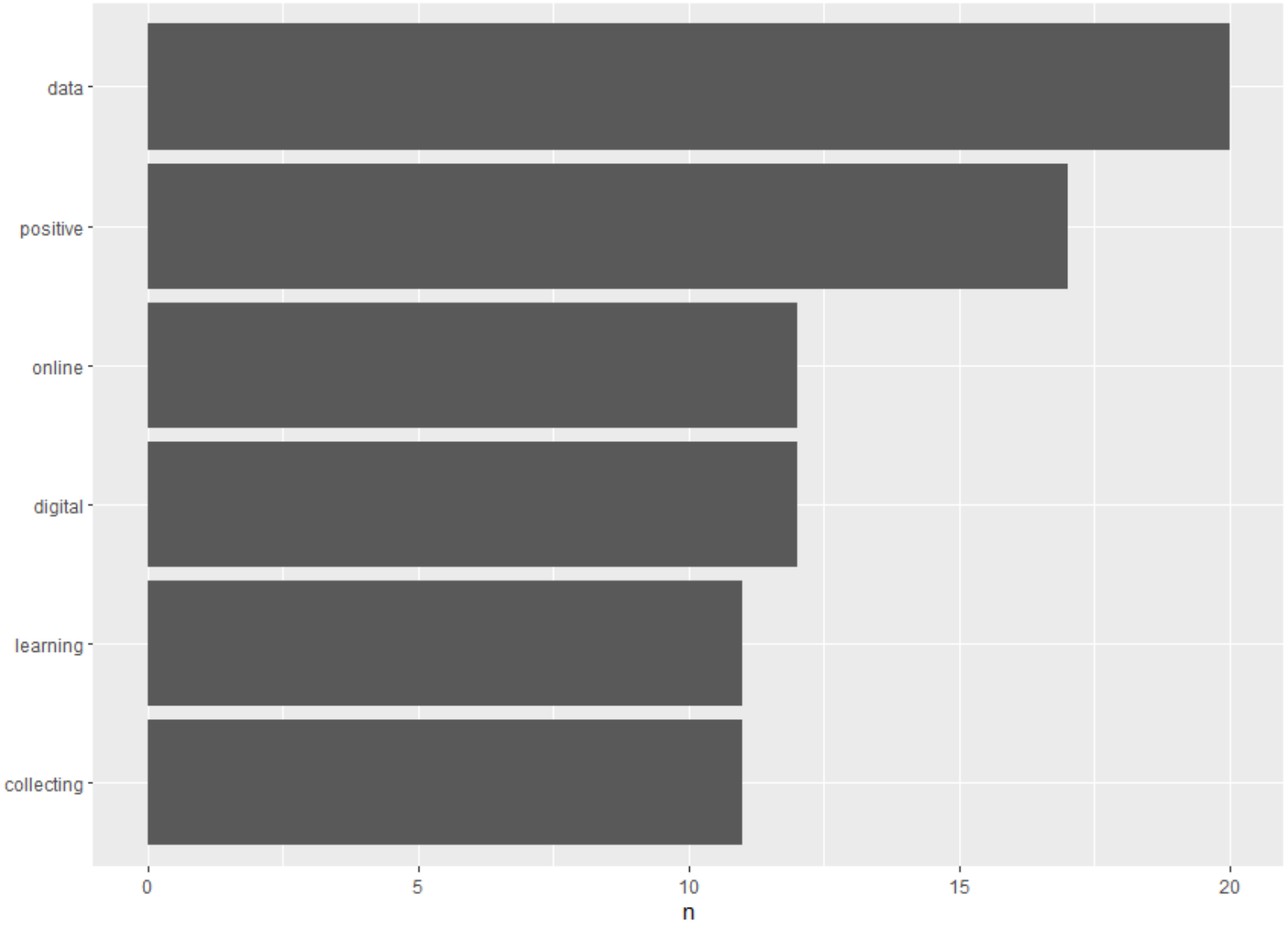
Superhighways roundtable example

Describe positive and negative experiences where you learned something new about digital.

What helped you to learn? What were the challenges?

Frequency plotting

What's the problem here?



(first plot we did)

Sentiment analysis

Moving towards a better understanding

Turning numbers into visuals

Turning text into numbers

Digital Exclusion survey responses Excel export

Identified themes and counted frequency

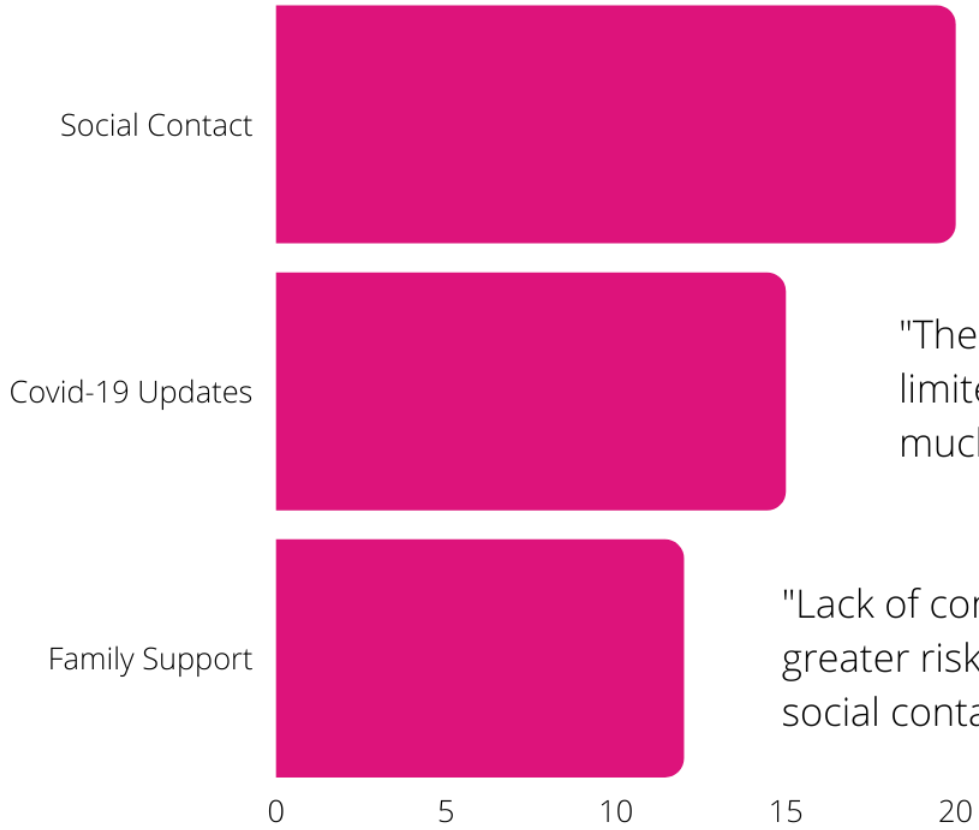
What opportunities do you feel your service users / communities are missing out on because of digital exclusion? (In other words - how are they being disadvantaged?)
Home Learning
Access to different services and support
Important updates on COVID-19 restrictions
Ways to support their own well beings in terms of staying connected
Communal support
Applying for funds or benefits
Local information a
Support to help fam
exercises but did nc
Home-schooling an
1. Children fall behi
2. Not being able to
they are failing thei
Reducing isolation,
connect.
Cognitive stimulatio
Online face to face
information via the
Not being able to jo
Not staying up to da

Theme	No of times coded	Percentage
Social Contact	20	74%
Covid-19 Updates	15	56%
Family Support	12	44%
Home Learning	10	37%
Wellbeing Activities	9	33%
Health Services	8	30%
Everyday Services	8	30%
	27	

And here's the themes identified & quantified in the real use case

WHAT ARE DIGITALLY EXCLUDED PEOPLE MOSTLY MISSING OUT ON?

Digital Exclusion Survey Jan 2021

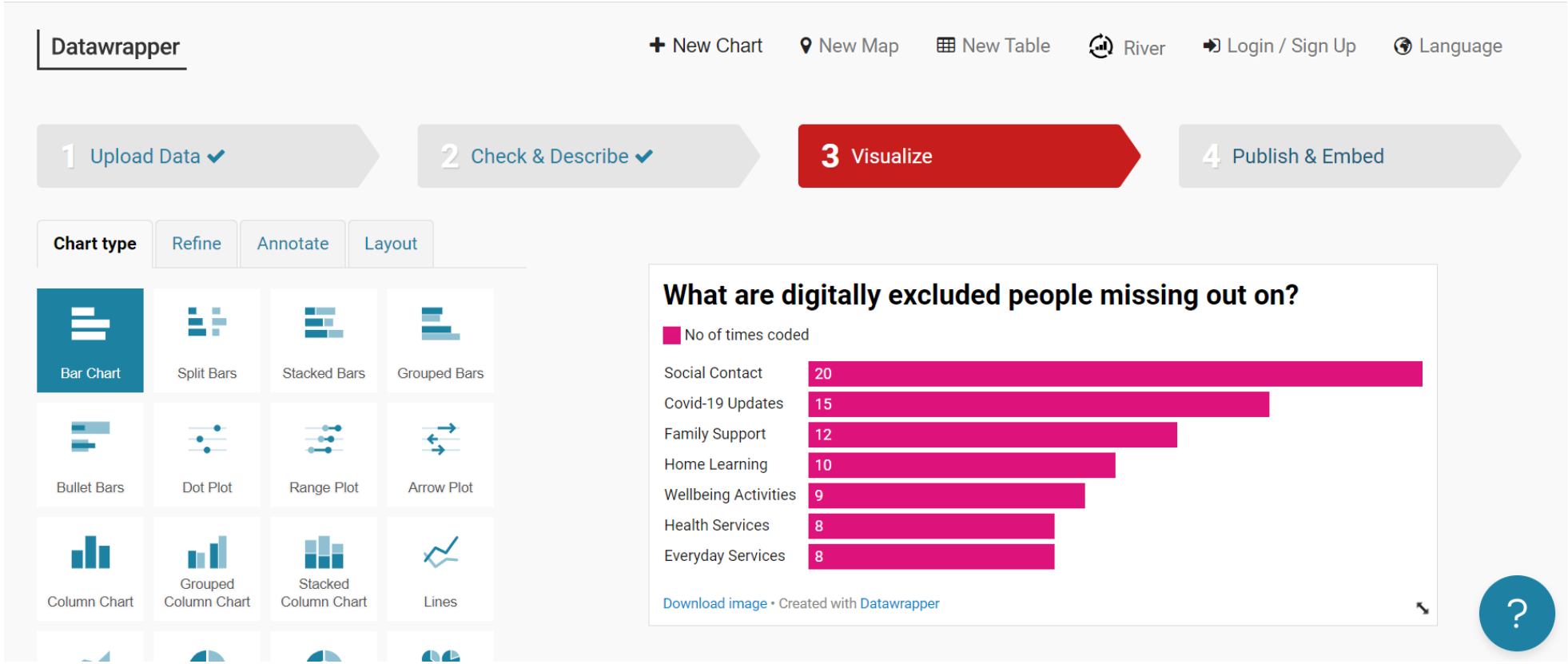


...people are extremely isolated and are missing friends. This may lead to poor mental health and depression"

"Their ability to communicate, and be communicated with is limited by a lack of access to things like email or texts. It's much much harder for them to receive updates of information."

"Lack of connection with friends and family puts the elderly at a greater risk of depression and anxiety as for most their only social contact is outside of their homes"

Using Datawrapper to create charts



Your task will be to recreate this chart using the digital inclusion data and Datawrapper

Quick break
5 minutes

Turning numbers into visuals Some useful tools

(click on the logo for the link)

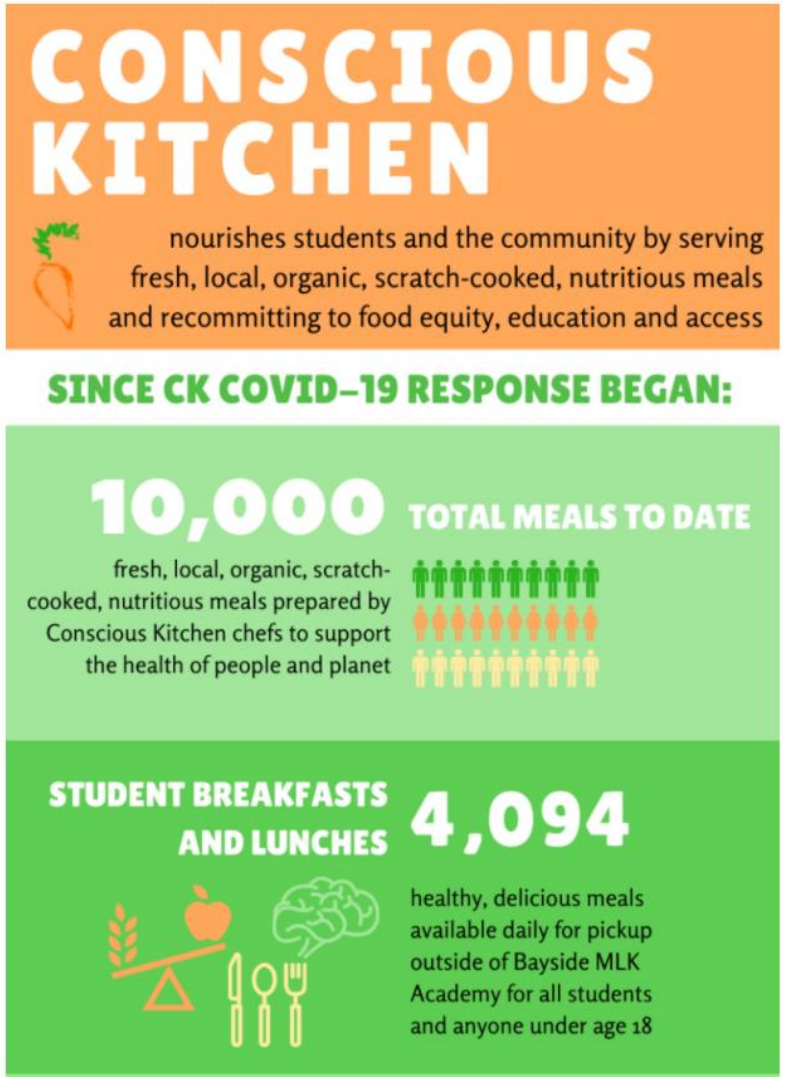
infogram

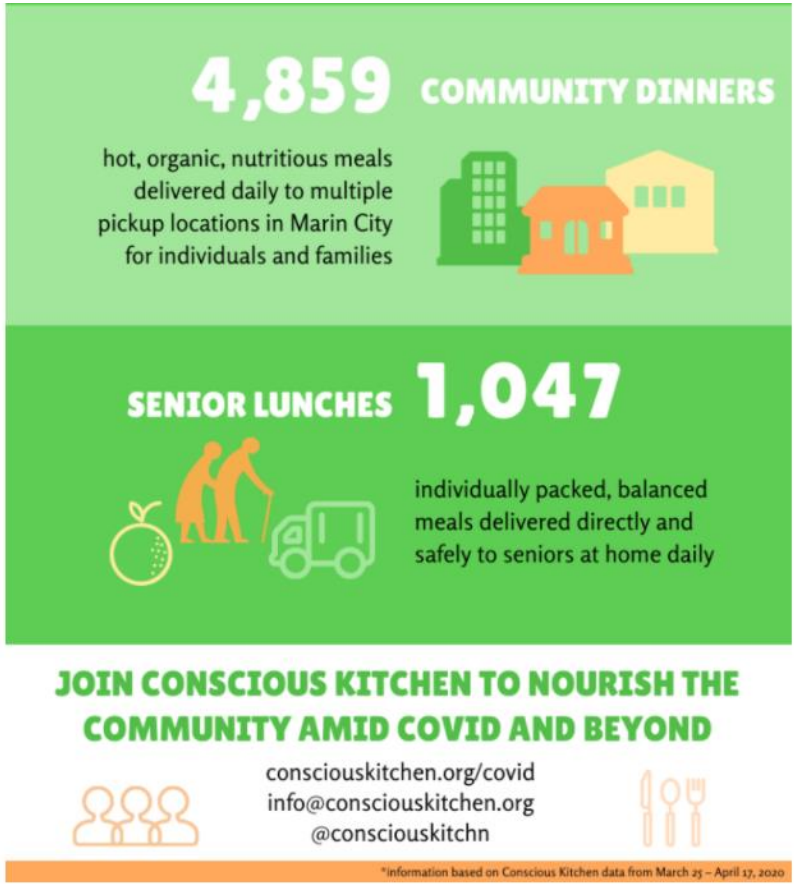
PIKTOCHART

Datawrapper

Canva

If you use others that are useful – let us know in chat...





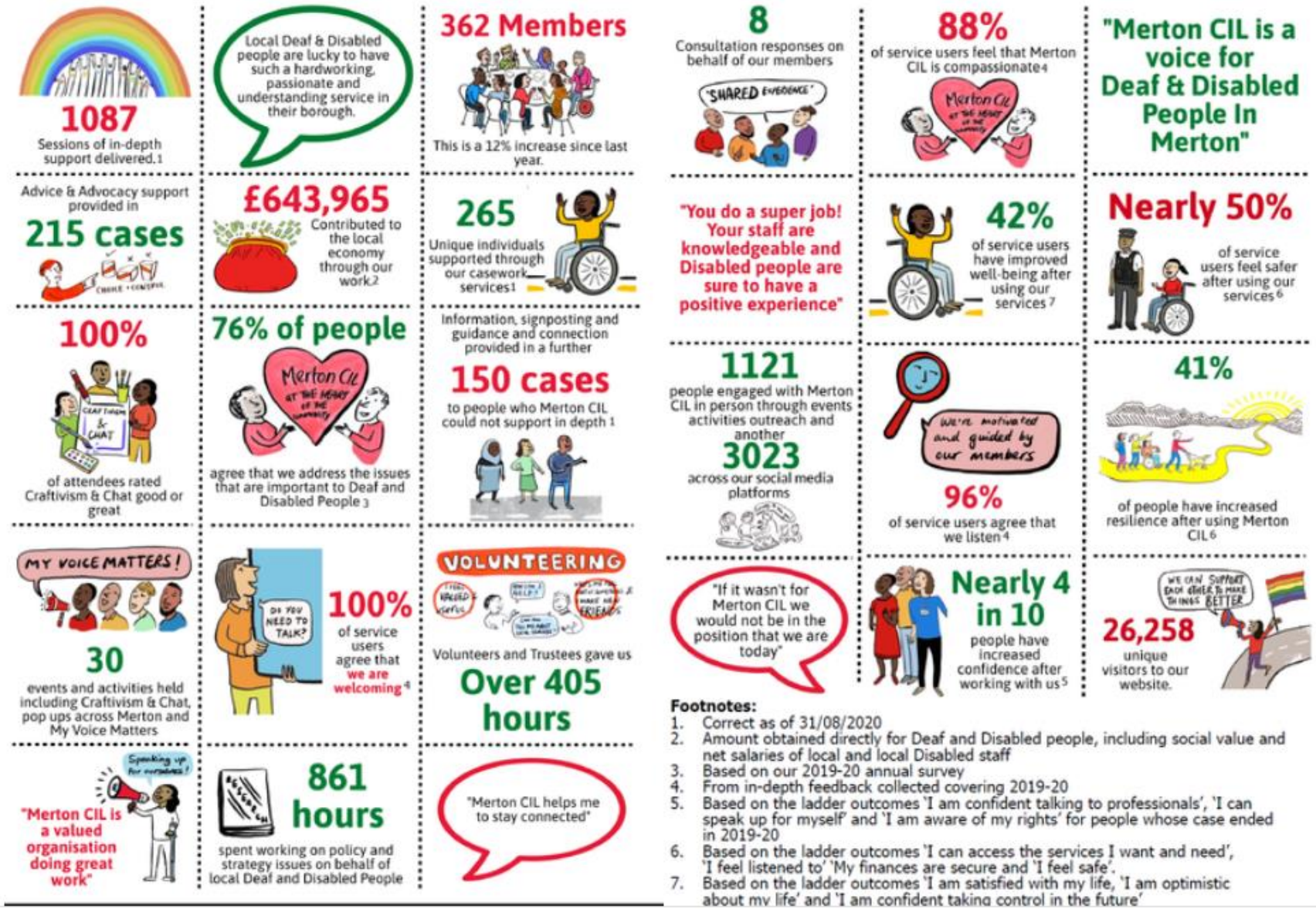
Let's head over to Canva

Creating and curating impact presentations and reports

[Kingston Churches Action on Homelessness](#) storytelling annual reviews follow a theme every year and are introduced by a client, volunteer or stakeholder

(Recap)

Illustrated Financial Statement here: Illustrated Financial Statement 2021920



Footnotes:

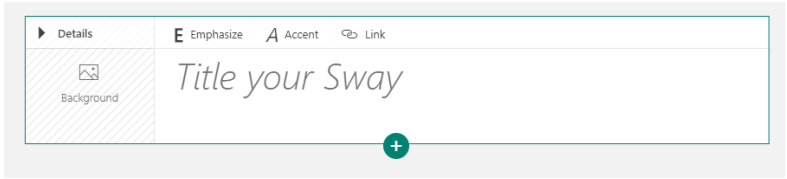
1. Correct as of 31/08/2020
2. Amount obtained directly for Deaf and Disabled people, including social value and net salaries of local and local Disabled staff
3. Based on our 2019-20 annual survey
4. From in-depth feedback collected covering 2019-20
5. Based on the ladder outcomes 'I am confident talking to professionals', 'I can speak up for myself' and 'I am aware of my rights' for people whose case ended in 2019-20
6. Based on the ladder outcomes 'I can access the services I want and need', 'I feel listened to' 'My finances are secure and 'I feel safe'.
7. Based on the ladder outcomes 'I am satisfied with my life, 'I am optimistic about my life' and 'I am confident taking control in the future'

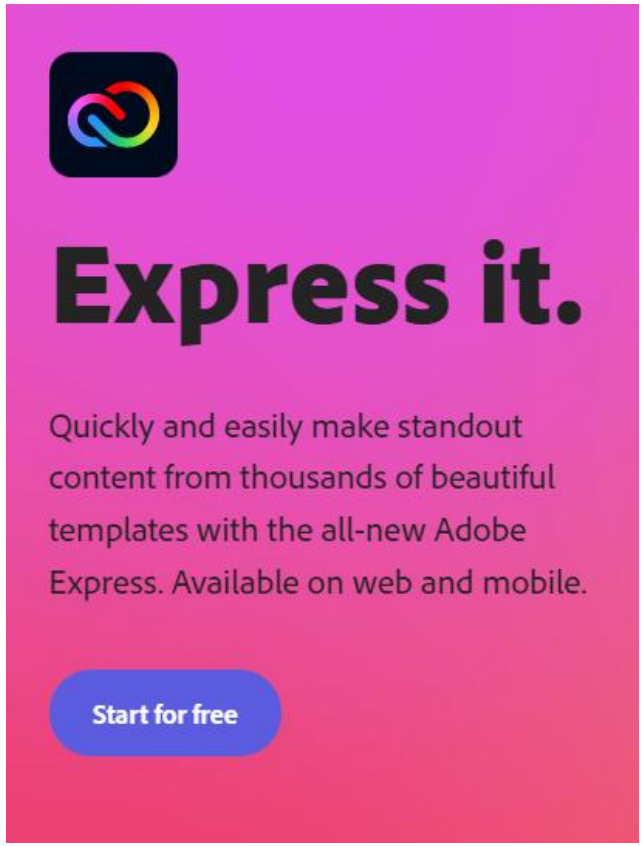
[Merton Centre for Independent Living](#) illustrated impact reports

Long form reporting: events, reports & sub sites!

mailchimp

Office 365 Sway





wakelet

Save, organize and tell stories with content from around the web

Sign up for free

Create a quick collection

It's a tool to turn many links into one
No sign up needed

Over to you: using wakelet

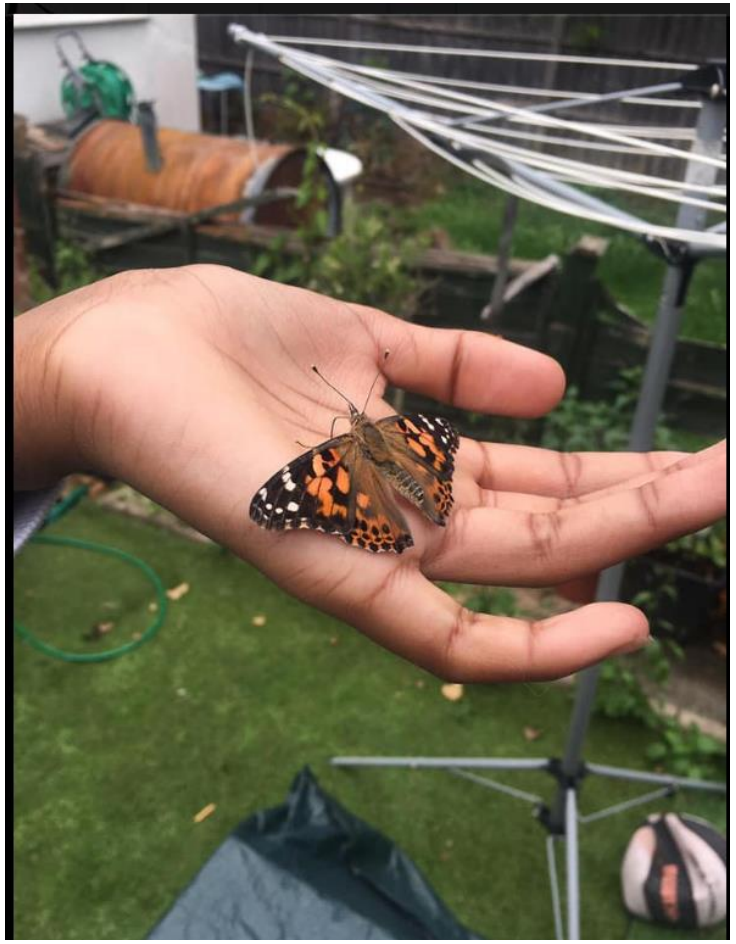
1. DEMO
2. Go to Wakelet
3. Create a free account
4. Have a play!
    1. Title
    2. 3 things from the last year you can share

Words and pictures

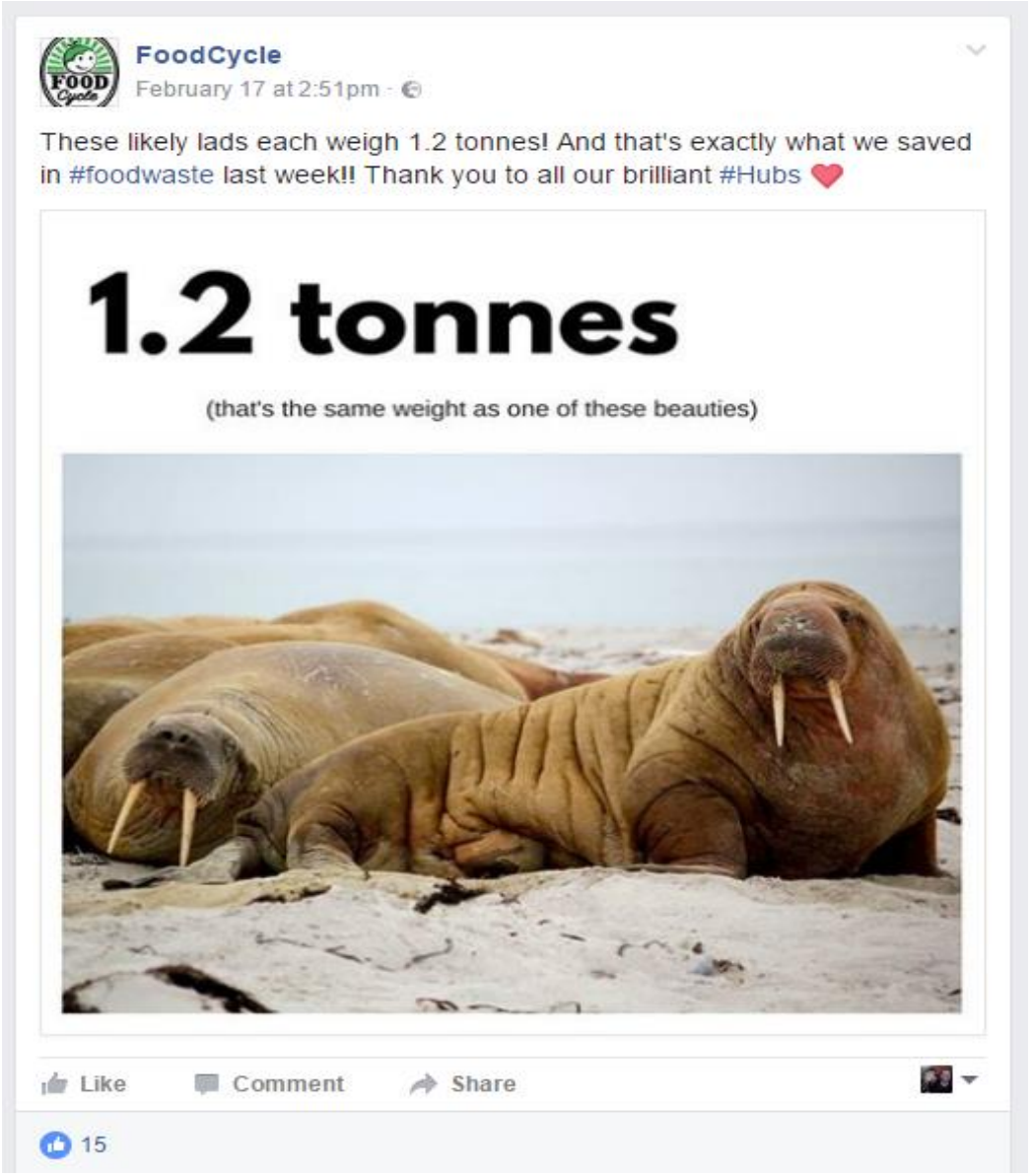
Websites – the heart of your story

Community Champions: A sustainability success story amidst a global pandemic

A picture tells a thousand words



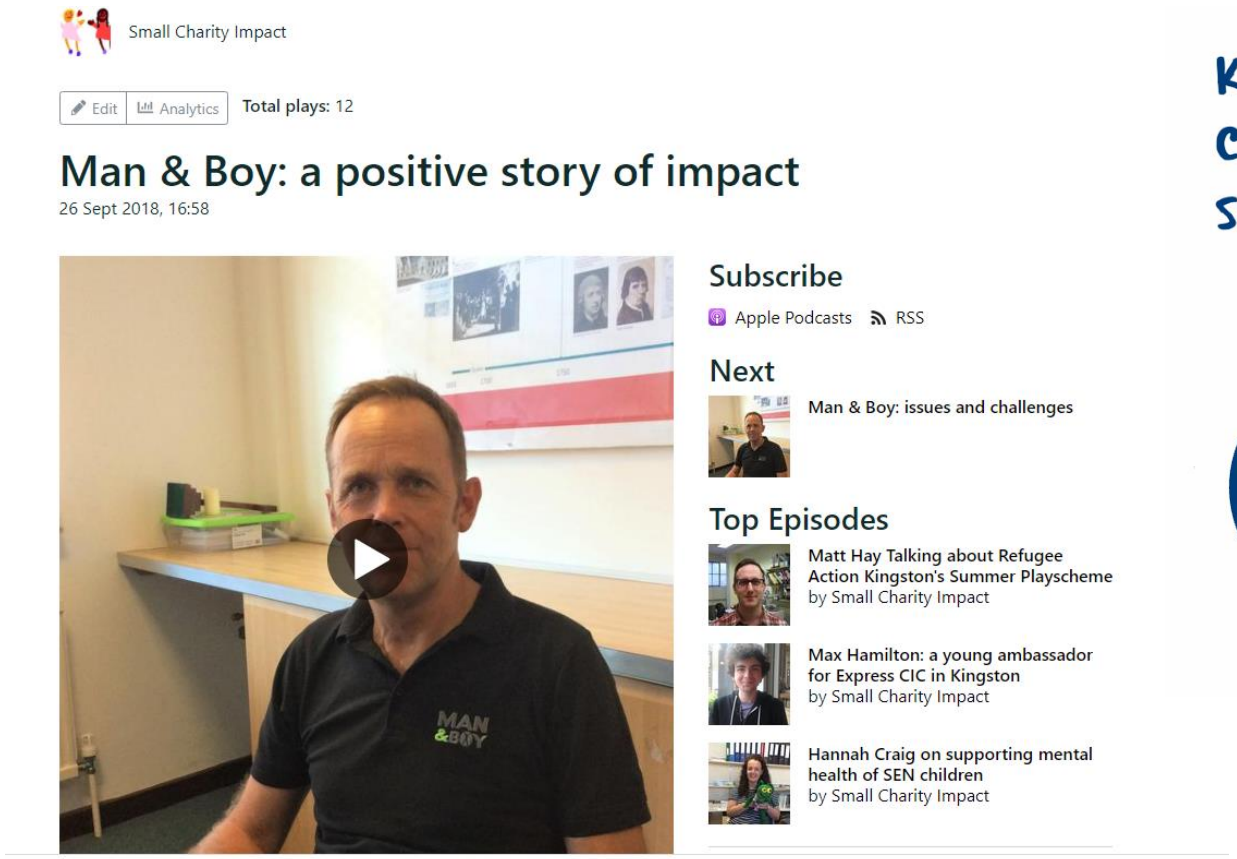
Sutton African and Caribbean Cultural Organisation



Even when using numbers!

Audio and video storytelling

Audio stories – giving voice to impact



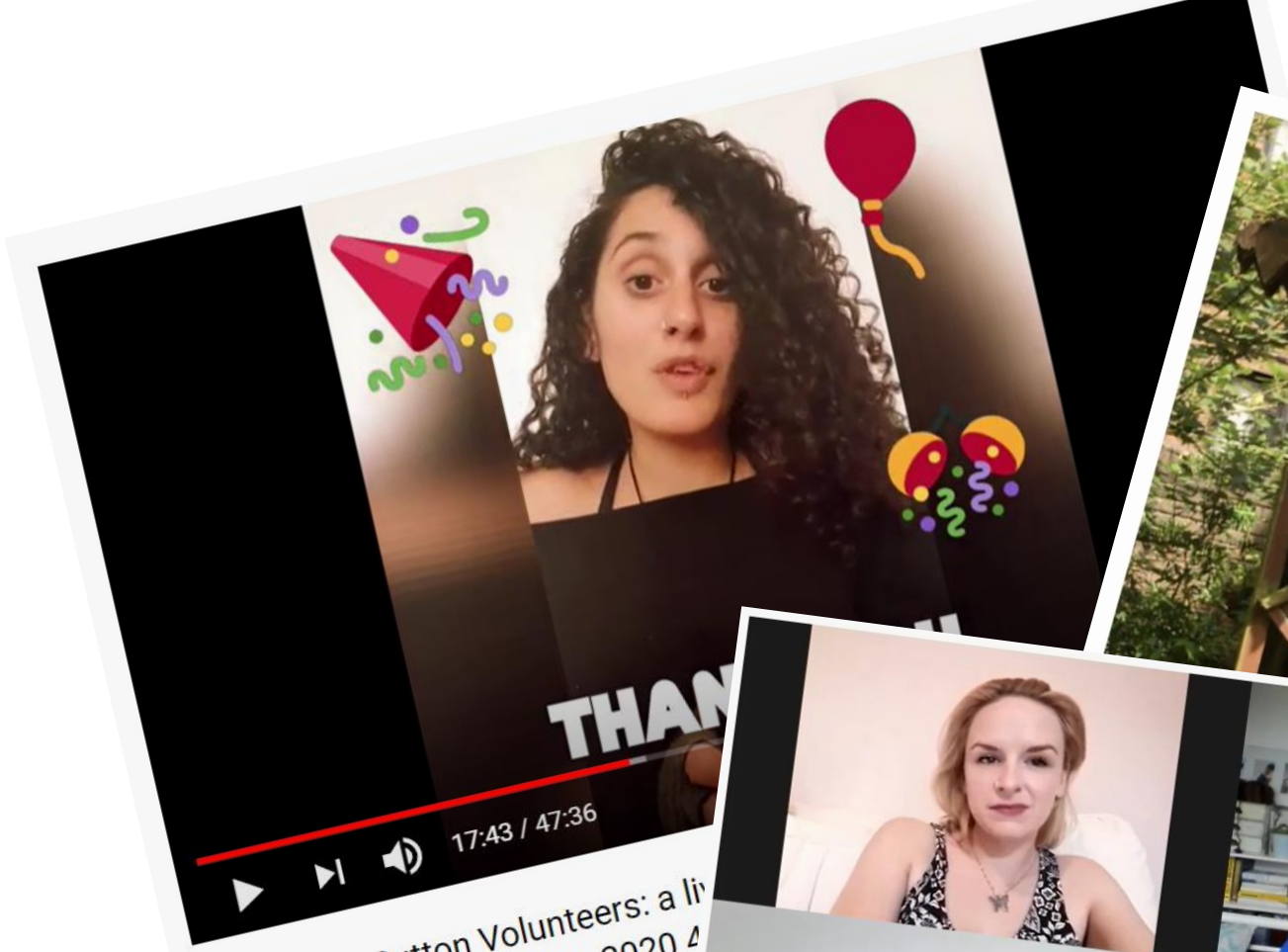
audioBoom

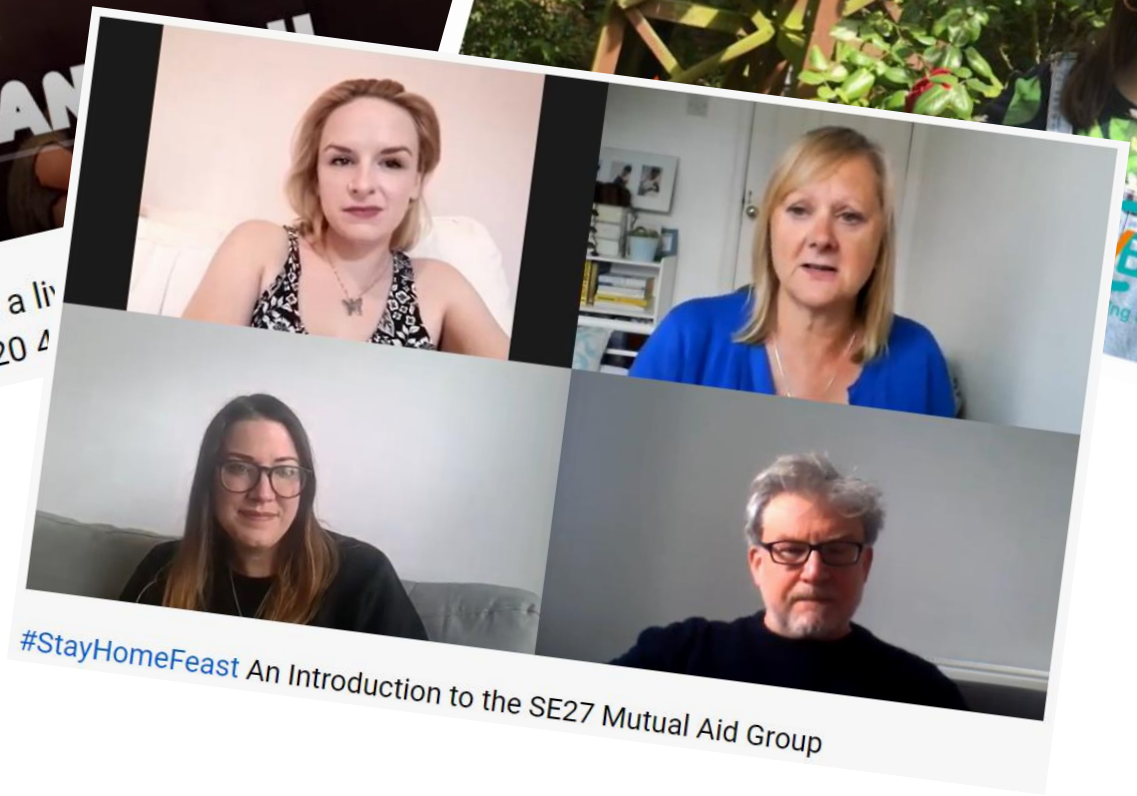
SOUNDCLOUD

Otter.ai

Back to Mentimeter

What tools have you used to create videos?





Using what you have...

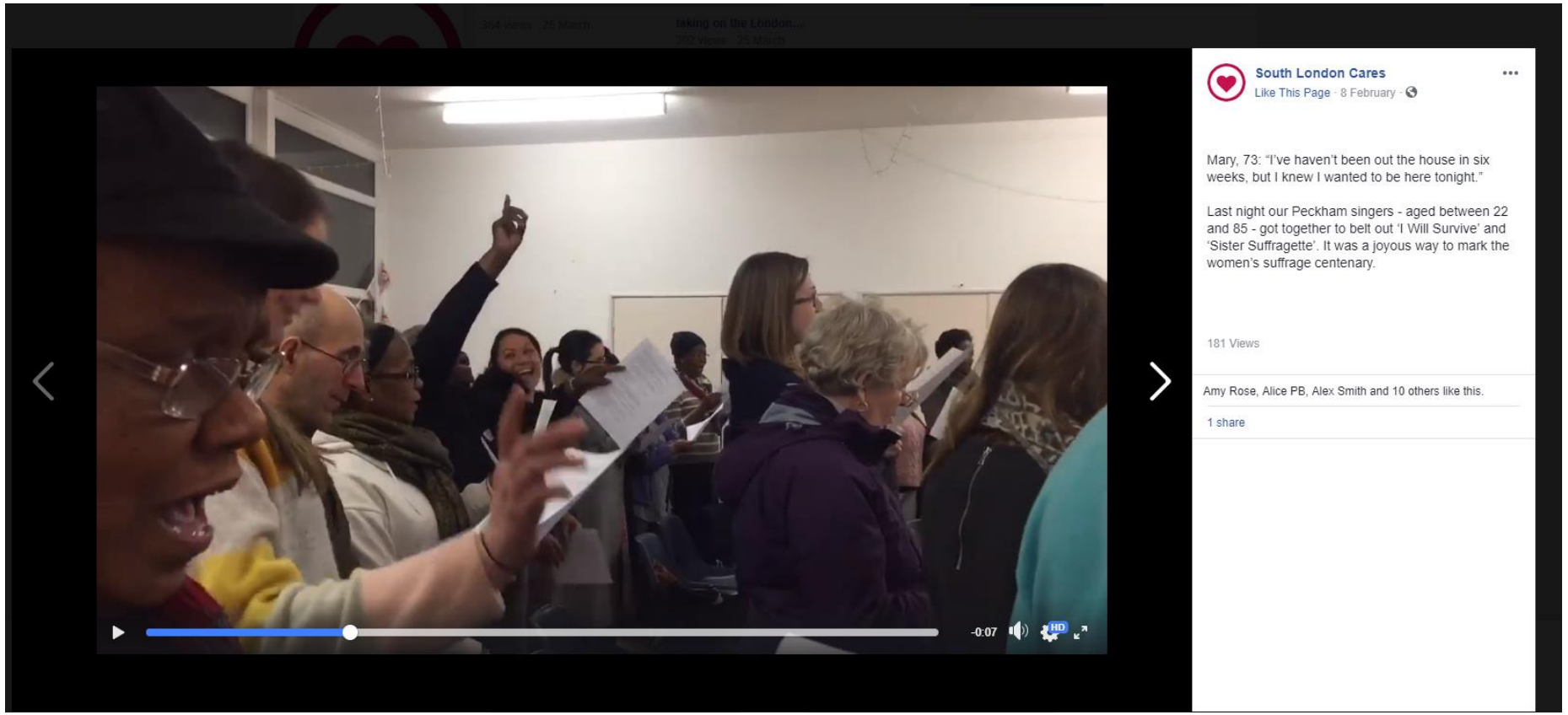
Other free / affordable video apps

Splice is a simple app for editing using your phone or tablet device. Available from Google Play and the Apple Store

FilmoraGo is the free app version for phones and tablet devices of the desktop video editing software Filmora11

Start with Adobe Express (formerly Spark) if you are new to video and prefer desktop. Free but storage limitations

You don’t need feature films…



Quick break
5 mins

Mapping:
Show reach of your services (or evidence need)

Create an easy map using Batchgeo

batchgeo

Paste data sets with postcodes & create a map using Batchgeo

- ✓Blue existing volunteers
- ✓Red new client referrals

Create a map using Community Lens

Paste data sets with postcodes & create a map using Community Lens.

You can show that your activities are reaching people in areas of need as this compares with Indices of Multiple Deprivation

DEMO recording

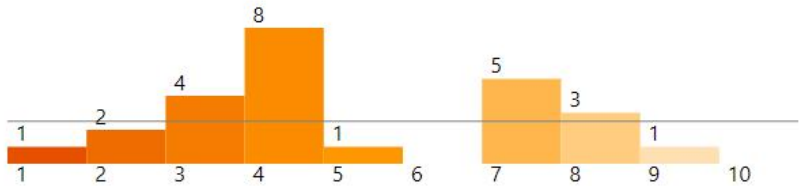
The Lens of Multiple Deprevation

Summary

The majority of the locations (64%) are in the bottom half of areas in England for IMD

Count By Decile

(Decile 1 = Most Deprived, Decile 10 = Least Deprived)



Average Rank Decile

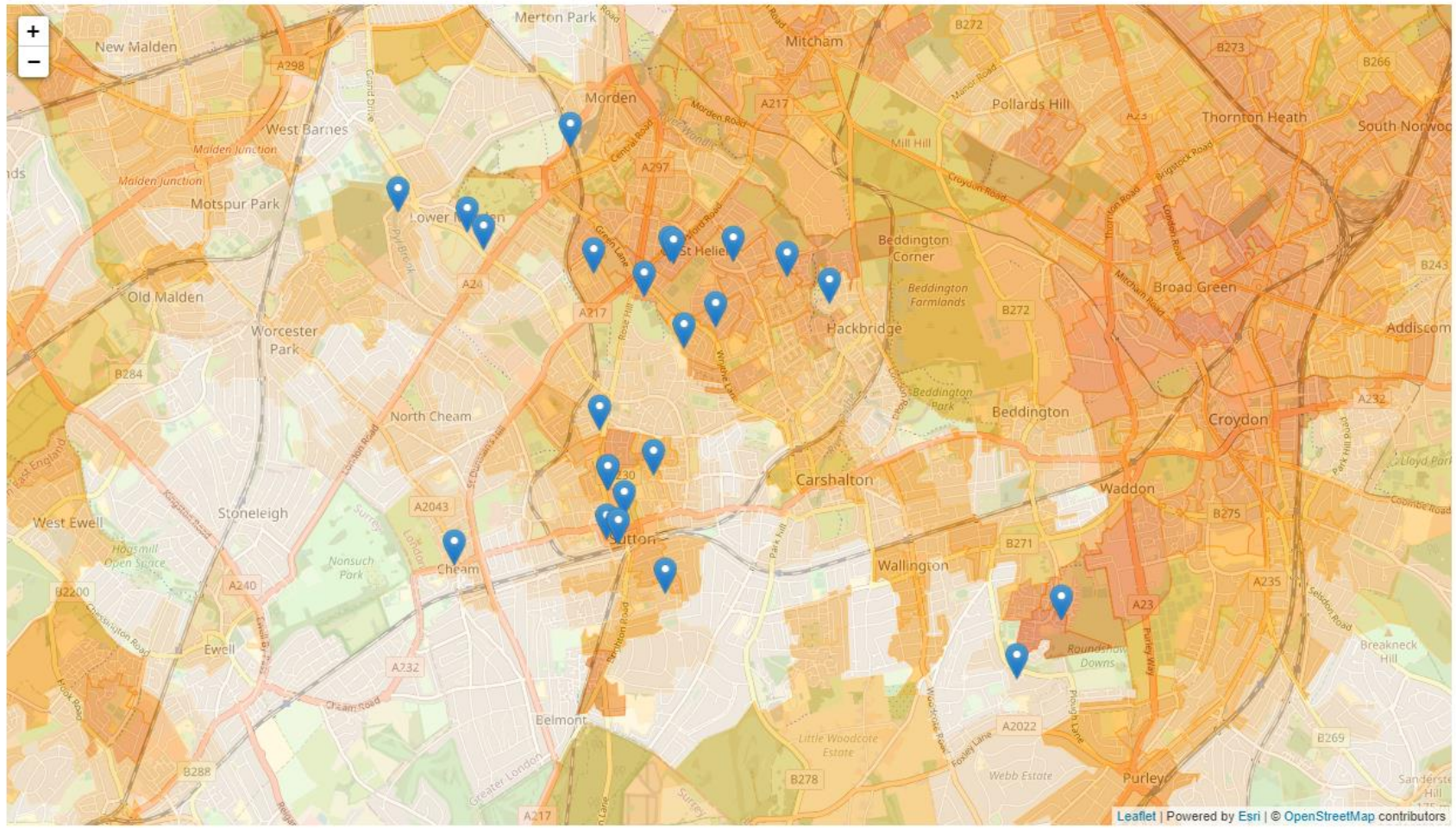
Definition

The overall Index of Multiple Deprivation 2019 is a measure of multiple deprivation based on combining together seven distinct domains of deprivation, Income Deprivation, Employment Deprivation, Education, Skills and Training Deprivation, Health Deprivation and Disability, Crime, Barriers to Housing and Services, Living Environment Deprivation.

Data Source

Download Data

IMD 2019 | Income | Employment | Education + | Health and Disability | Crime | Housing and Services | Living environment



Create your map using AutoGeoMapper

AutoGeoMapper V0.1

AutoGeoMapper V0.1

Match your data against existing UK ward or local authority boundaries and create an easy-to-read shaded map.

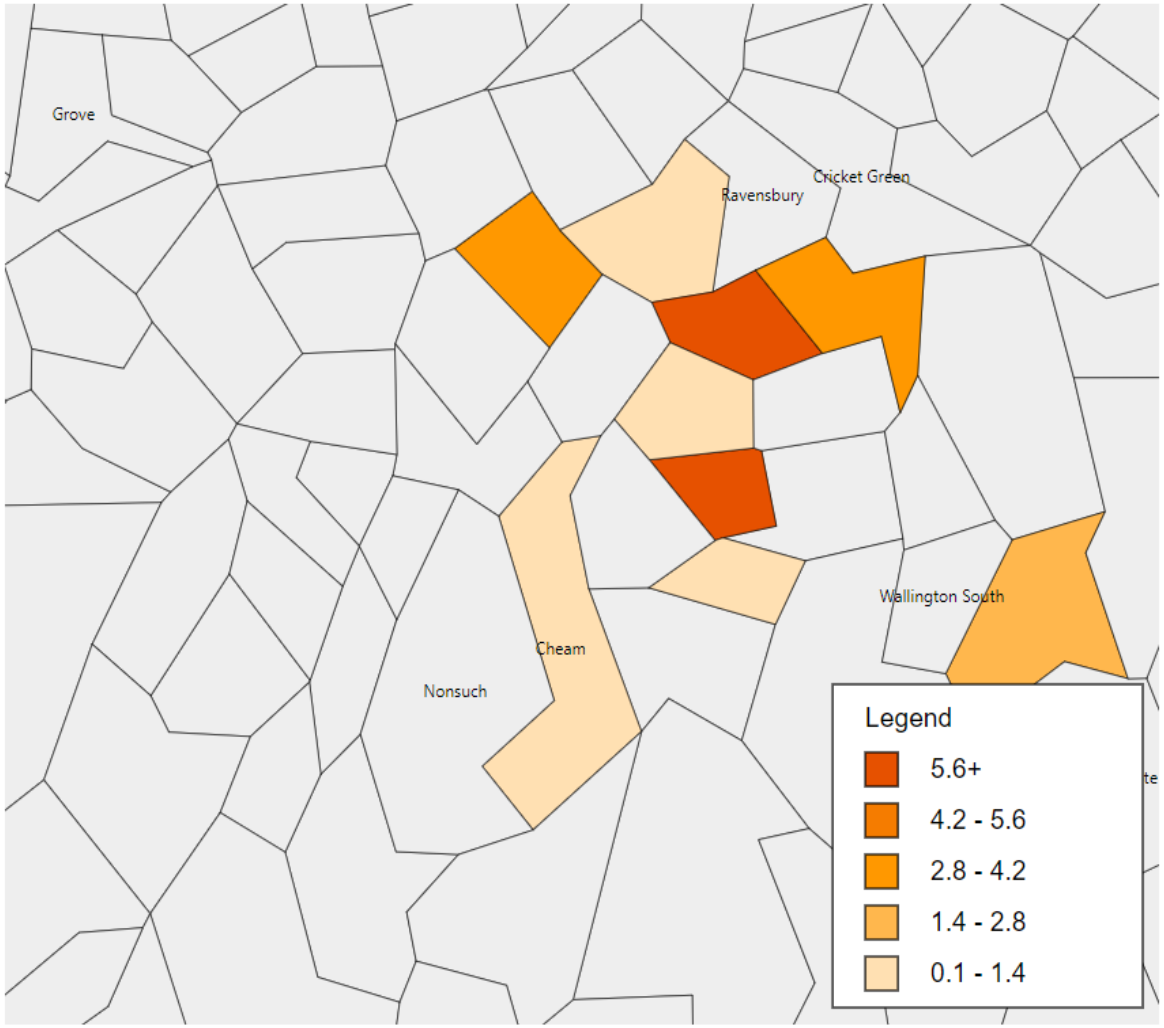
Learn More | Use now

Paste data sets with postcodes & create a choropleth map using AutoGeoMapper.

DEMO Recording

AutoGeoMapper V0.1

Feedback About



+ -

Ward Name,LA Name, Ward Code, LA Code, Value
St Helier, Merton, E05000470, E09000024, 1
St Helier, Sutton, E05000562, E09000029, 6
Sutton Central, Sutton, E05000564, E09000029, 7
Cheam, Sutton, E05000560, E09000029, 1
Beddington South, Sutton, E05000556, E09000029, 2
Sutton South, Sutton, E05000566, E09000029, 1
Wandle Valley, Sutton, E05000571, E09000029, 3
Lower Morden, Merton, E05000465, E09000024, 3
Sutton North, Sutton, E05000565, E09000029, 1

(•) Wards

( ) Local Authorities

File Name: Map of client per area

Download Image | Download Data

Final thought...
What will you try next??

Related training & extra resources

- ✓Look at our current training offer
- ✓Download our Favourite Apps for data collection & storytelling tools sheet
- ✓Sign up to our monthly eNews – for updates from us on all things charity sector and digital/data, plus future training and support offers

About Superhighways....

Providing tech support to the sector for 20 years

- ✓ Tech Support
- ✓ Training
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Digital leadership
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E-news sign up https://superhighways.org.uk/e-news/

Thank you for taking part today

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harnessing technology for community benefit