



Guidebook: how to craft stories of impact





Guidebook: how to craft stories of impact



?

Why is it important to tell your stories?

Communicating results is an essential part of working with the EIF, and comes after years of effort and dedication by many on trade policy and support.

Stories are an excellent way to engage your audience and create a narrative about what your project is accomplishing. Audience can remember a few facts and figures about your project, but stories can offer a compelling rationale as to why your project is a success or has impact.



Guidebook: how to craft stories of impact



?

Why is it important to tell your stories?

Indeed, crafting good stories of impact about your work can:

- Increase your credibility with donors and target audiences;
- Communicate the outcomes of your work and the change it is fostering;
- Position EIF/your team as capable to bring about change in its areas of interventions.



Guidebook: how to craft stories of impact



Basic structure of a story

When crafting a story demonstrating the impact of your work, you should follow this basic structure:



Problem

Frame your story as tackling an issue and solving it. Begin your story by explaining what needed to be addressed. Try to contextualise your problem to makes it accessible for your audience. If your problem is X, explain why this had a negative impact on the lives of people or why it was important to solve it.



Guidebook: how to craft stories of impact



Basic structure of a story

When crafting a story demonstrating the impact of your work, you should follow this basic structure:



Actions

Explain clearly what the project did as it relates to the results. Describe the project's goal and explain its activities, but there is no need to include reference to every single intervention. Rather, it is important to describe the actions that made your project effective and innovative in its approach to solve the problem.

For example: how did your team work with other stakeholders and the beneficiaries to find a solution to the problem? Who did you work with? Which strategies and actions did you put in place to influence change?



Guidebook: how to craft stories of impact



Basic structure of a story

When crafting a story demonstrating the impact of your work, you should follow this basic structure:



Results

This is the section where you clearly establish the impact your project had. How did your work and actions lead to the resolution of the problem? What weaknesses, limitations and strengths were identified? What were the consequences?

In the same way as in the section on identifying the problem, try to ground the impact of your project in a context that describes how it positively affected the lives of individuals.



Guidebook: how to craft stories of impact



Tips

Follow the additional tips below to make sure your story is as compelling as possible:



Keep it short

Your story should contain maximum 1000 words. It does not need to include every details or interventions of the project but should instead try to focus on providing a narrative around impact.

Clear and concise language – don't use jargon

The work of EIF can sometimes be very technical. Nevertheless, the story of your project should be accessible to everyone and anyone – not only trade professionals. If you have any doubts, have a friend or family member read your story and tell you if they understand it.



Guidebook: how to craft stories of impact



Tips

Follow the additional tips below to make sure your story is as compelling as possible:



Use the voices of beneficiaries

We relate much more to stories when they are told from the point of view of an individual. Using the voices of project beneficiaries can be a powerful way to engage the reader. You can present their realities, struggles and hopes, and how the project concretely affected their lives and the lives of their families.

Use powerful images to accompany your story:

Using images that convey the impact of your project can contribute in making your story more real to the reader. If you are using the voice of a project beneficiary to tell your story, include a photo of them conducting an activity related to the project. If you are telling the story of how a product's quality was improved or better marketed, include a picture of it.



Guidebook: how to craft stories of impact



Tips

Follow the additional tips below to make sure your story is as compelling as possible:



Keep your facts accurate

Remember that anything you publish can be fact-checked. It does not do the project any favours when facts are embellished and outcomes are exaggerated. Keep your story in line with the reality of what happened. If you feel you need to modify the facts of your story, maybe you should wait for more results to concretise or you should focus on another story.

For inspiration on writing stories of impact, you can read the stories on the Trade for Development News platform:

<https://trade4devnews.enhancedif.org/en/impact-story>



Thank you!



All of the content on EIF's CommsConnect is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International \(CC BY-NC-SA 4.0\) license](#). This means you are welcome to adapt, copy and share it on your platforms with attribution to the source and author(s), but not for commercial purposes. You must also share it under the same CC BY-NC-SA 4.0 license.

If you would like to re-use any material published here, please let us know first by sending an email to Fangzhou Liang: fangzhou.liang@wto.org



A space to learn, exchange and get inspired!