

## WORKSHEET: CONNECTING STORIES TO STRATEGY

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Help guide what stories you tell and how to tell them by identifying your goals and audiences and connecting them to key messages. First, note four key messages people need to know about your organization or project.

A –

B –

C –

D –

Next, write down what it is you want to achieve with your story (goal), which audiences you need to reach, and which message (from above) is most important to communicate. You may very well have more than one audience you want to target; just don't say 'everyone.'

**Goal #1:** \_\_\_\_\_

**Target Audience:** \_\_\_\_\_

**Message:** \_\_\_\_\_

**Goal #2:** \_\_\_\_\_

**Target Audience:** \_\_\_\_\_

**Message:** \_\_\_\_\_

**Goal #3:** \_\_\_\_\_

**Target Audience:** \_\_\_\_\_

**Message:** \_\_\_\_\_

(SEE REVERSE FOR OTHER EXAMPLE MESSAGES, GOALS, AUDIENCES)

**Goal #4:** \_\_\_\_\_

**Target Audience:** \_\_\_\_\_

**Message:** \_\_\_\_\_

**Goal #5:** \_\_\_\_\_

**Target Audience:** \_\_\_\_\_

**Message:** \_\_\_\_\_

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**EXAMPLE KEY MESSAGES**

- All of our dental services are free
- Services are conveniently located in places where your child already spends a lot of their time (schools)
- We offer culturally sensitive and inclusive services
- We provide the highest level of quality care

**EXAMPLE GOALS**

- Raise awareness for our work/program
- Recruit new staff to work on this program
- Encourage staff to embrace \_\_\_\_\_ [a process change, new program]
- Attract donations
- Obtain grant funding
- Engage new participants in a class/workshop
- Continue allocating staff and budget for these services

**AUDIENCE EXAMPLES**

- Community members
- Potential patients
- Older people/families/youth (or other particular demographic)
- Funders
- Organizational leadership
- Staff and dental providers within the organization
- Healthcare providers (non-dental) within the organization

## WORKSHEET: CONNECTING STORIES TO STRATEGY [EXAMPLE]

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Help guide what stories you tell and how to tell them by identifying your goals and audiences and connecting them to key messages. First, note four key messages people need to know about your organization or project.

A – Dental services will be available at the school sites again as soon as schools reopen – we have made necessary preparations and are ready to launch these services again.

B – Children and their families are encouraged to visit our clinic for dental services, where we are taking all necessary precautions for safety of our staff and patients.

C – We quickly pivoted how we delivered services during COVID-19, and we continue to remain nimble thanks to staff engagement and willingness to embrace change.

D – Virtual Dental Homes (VDH) were an effective way to bring dental health services to low income children and families in Orange County.

Next, write down what it is you want to achieve with your story (goal), which audiences you need to reach, and which message (from above) is most important to communicate. You may very well have more than one audience you want to target; just don't say 'everyone.'

**Goal #1:** Increase number of new pediatric dental patients

**Target Audience:** Parents

**Message:** A, B

**Goal #2:** Prevent staff burnout

**Audience:** Staff

**Message:** C

**Goal #3:** Obtain resources and funding to maintain VDH at the established sites

**Audience:** Funding agencies

**Message:** D

(SEE REVERSE FOR OTHER EXAMPLE MESSAGES, GOALS, AUDIENCES)

### **EXAMPLE KEY MESSAGES**

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### **EXAMPLE GOALS**

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### **AUDIENCE EXAMPLES**

Community members

Potential patients

Older people/families/youth (or other particular demographic)

Funders

Organizational leadership

Staff and dental providers within the organization

Healthcare providers (non-dental) within the organization