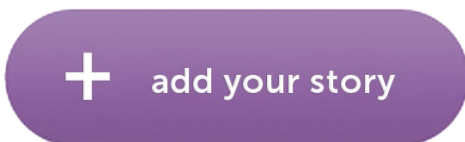


IMPACT STORY TEMPLATE

Here at OpenIDEO, impact can take many shapes and sizes – from small actions you’ve taken in your local community after reading our challenge conversations all the way to new social enterprises or services that grow out of challenge ideas, and everything in between.

You can share your impact updates via the ‘Add Your Story’ button on our challenge Impact phases. When you click on that button, you’ll see a submission form – much like the one you use to contribute Research or Ideas entries to OpenIDEO – with a few prompts to guide you.



As you craft your Impact Story, here are a few things to keep in mind:

- How might you make your story clear to a new reader who doesn’t know the background of the idea(s) from which your impact story emerged?
- How does your story relate back to the specific challenge you’re posting to?

Want more indepth tips? Check out [this post](#) on Impact Stories

PROVIDE A SUMMARY YOUR OF IDEA/EXPERIENCE

Share an overview of your idea or experience. How might you make your story clear to someone who is not familiar with your idea?

This idea is a _____ [campaign/service/app/program/toolkit/social enterprise/etc.] **that tackles the problem of** _____ [the issue being addressed] **through these actionable steps:** _____ [what your idea looks like in practice].

MAKE IT VISUAL

Include photos, videos or drawings in order to help people better understand your idea.

CELEBRATE LEARNINGS & ACHIEVEMENTS

What did you learn throughout the process and in the time since? What have you accomplished that you are excited about? What did you learn from end-users and community members that contributed to the development of your idea?

SHARE WHAT’S NEXT

Tell us about what you have planned next. What goals do you have in the next 6 months? What goals do you have as a longterm outlook?

ACTIVATE THE COMMUNITY

What are your needs for successful implementation? If applicable, share a call to action for specific support, such as skills, networks or access to funding resources. If you don’t have next steps, invite the community to pick up where you left off

WHAT SKILLS CAN YOUR TEAM BENEFIT FROM?

Be specific about how people can offer support:

Visual Storytelling // Writing / Editing // Research // Business Development / Partnerships // Strategy / Leadership // Project Management // Marketing / Outreach // Design Support // Brainstorming // Software / Web Development // Feedback / Evaluation // Other