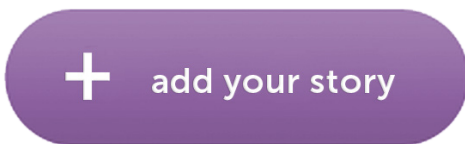


IMPACT STORY TEMPLATE

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

WHAT DID YOU SET OUT TO DO?

What were your initial goals? (1-2 sentences)

WHAT DID YOU DO?

Concisely tell us about your journey and describe what you created as a result. (1-2 paragraphs)

WHAT DID YOUR USERS TELL YOU?

Share any user feedback that you collected throughout the process. Quotes, photos and any other assets that highlight an idea’s user-driven approach are encouraged. (1 paragraph + attached images)

WHAT DID YOU LEARN?

Were there any new insights, a-hah moments, or times when an assumption was proven right or wrong? What can you take away from this experience? (1 paragraph)

WHO WAS IMPACTED?

Were you personally impacted? Were your users or community enhanced or changed in some way? Read more about [Pathways to Impact](#) to see all of the different kinds of insights you might share (1 paragraph)

WHAT ARE YOUR NEXT STEPS?

Tell us about what you have planned next. If applicable, share a call to action for specific support if you still need it. If you don’t have next steps, invite the community to pick up where you left off. (1-2 paragraphs)