

Planning Your Digital Storytelling Project

Elevator pitch:

What is the purpose of your story? Why are you making it?

Audience:

Who do you want to tell your story to? (Examples might include: colleagues, funders, policy makers, local communities, friends, family, or the general public.)

Key takeaways:

Call to action:

What do you want someone to do, think, or feel after they encounter your story?

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Content:

I have... (Circle or fill in)	
Photos	Videos
Audio	Maps
Infographics	Data

I need... (Circle or fill in)	
Photos	Videos
Audio	Maps
Infographics	Data

Sharing and promotion:

How do you plan to share your story?