



How to: Impact Stories

Sharing someone's story is a powerful tool in raising awareness and funds for a cause. Stories help connect people and inspire them to act. By sharing the stories of those you're helping, you're encouraging others to do the same and helping people understand the needs of others!

To collect an impact story, ask three basic questions:

1. Demographic information (Name, age, how many people in the household, local neighborhood)
2. What has been most difficult for you during lockdown?
3. How will this (gift card or any other form of support) help you and your family?

Just by passing on the answers to these three questions, we can get a better picture of someone's story! If you don't like writing stories yourself, feel free to pass on the direct answers to our ADRA team and we will pull the story from the questions.

If you enjoy talking to people and there are other questions you have, don't be afraid to ask but please be respectful of personal boundaries.

If you have permission, take a photo of the person you have talked to. Putting a face to a story makes it even more relatable.

Thank you for taking time to collect stories and ask questions. The more stories we share, the more present we can be in our communities and have a better ability to raise funds for further response and work at a local level.