What point about your work will this story convey?

Who is the protagonist of your story? (Whom will the audience follow or identify with through the narrative? Remember, organizations cannot be protagonists.)

What does the audience need to know about the protagonist at the outset to understand his (or her) “world in balance”?

What is the “inciting incident” that upsets this balance and sends the protagonist in pursuit of a goal? (i.e., What launches the story?)

What is the protagonist’s goal?

What is the first barrier standing in the protagonist’s way (remember that this can be internal or external) and how does the protagonist overcome it?

Describe any subsequent barriers and how they are overcome. (You may have only one barrier, but the more you can find, the more interesting the story will become.)

What is the resolution of the story? (Does your protagonist achieve his/her goal or is there another outcome?)

What’s the meaning of the story? What do you want the audience to take away?

How does this story relate to your organization’s work? (Is it emblematic of your mission? Does it show what a single program does? Does it explain why your organization does what it does?)
To what audience would you want to tell this story? (Public? Legislators? Internal? Some combination of these?)