Stories and testimonials are particularly effective ways to illustrate the value of your work. Here are a few questions to help you capture stories about your work.

For tips about storytelling, including guidelines on asking permission and suggestions for details to record, check out our storytelling tips at www.kp.org/communitybenefit/ncal/formgrantees.

We would greatly appreciate receiving your stories. Please send this sheet or a brief paragraph to your grant manager or denice.y.alexander@kp.org. Thank you!

Capturing the Story

Who is this story about? Include details: where do they live; how old are their kids…

What was their situation before your organization came along?

How, exactly, did your organization help?

What happened as a result of your help?

Thinking of how this story exemplifies your larger work, how many other people like this client did your program serve?

Has your client given permission to share the story? Is it OK to use their full name?

Client contact information for further discussion and approval:

Name of the person who captured the story, e-mail address, date: