

Equitable Data Storytelling Workshop

01

Turning evidence into a case decision-makers act on

FORMAT	One-day workshop · 4–8 hours
BUILT FOR	Nonprofits, advocacy organizations, government agencies, coalitions, higher education institutions, corporate social impact and employee engagement teams, and community leaders
CHALLENGE	Organizations hold meaningful data but struggle to communicate it in ways that move funders, policymakers, and community stakeholders to act.

WHAT WE DO

- Connect quantitative data with lived experience
- Develop compelling advocacy narratives
- Translate research findings into human-centered stories
- Deliver stories that resonate with policymakers and funders
- Build confidence as community spokespeople

WHAT PARTICIPANTS LEAVE WITH

- A personal or organizational advocacy story
- Practice pairing quantitative data with lived experience
- The skill of finding the feeling inside a number, so the data and the story work together
- Peer coaching and facilitator feedback
- Rehearsal with funder, policymaker, and stakeholder audiences

HOW THE ENGAGEMENT RUNS

- 01** Create psychological safety and trust through a strengths-based, non-extractive approach
- 02** Surface lived experiences
- 03** Identify key data points and name what they bring up
- 04** Develop individual data stories
- 05** Peer coaching and feedback
- 06** Refine for advocacy and public engagement
- 07** Prepare for meetings with decision-makers

DELIVERABLES

- Completed equitable data story
- Storytelling framework and tools
- Peer feedback and coaching
- Advocacy-ready narrative

IN PRACTICE — CALIFORNIA DEPARTMENT OF SOCIAL SERVICES — STOP THE HATE INITIATIVE

Facilitated storytelling and advocacy training for more than 70 nonprofit leaders representing over 30 organizations across California. Participants learned to pair community data with lived experience in preparation for policy engagement and legislative advocacy.

One participant-developed story on anti-AAPI hate paired a statewide figure with the experience of a young student facing isolation and declining school engagement. The story became a tool for community awareness, advocacy, and solutions-oriented dialogue.

63%
OF HATE INCIDENTS
REPORTED BY AAPIO
PARTICIPANTS INVOLVED
VERBAL HARASSMENT