

Activity 4: Central Story Expansion

Collect what you know about the problem your nonprofit was created to address.

- How did it come about? _____
- Where is it happening? _____
- What does it feel like? _____
- What does it look like? _____
- What are the root causes? _____
- Who is studying the problem and what do they say? _____

Define your approach to solving the problem.

- Where do you do your work? _____
- What work are you doing? _____
- How did you settle on this approach? _____
- How do you know it works? _____
- How efficient is it? _____
- Who is on your team? Who supports your work? _____

Map out your vision and how audience can help

- What does progress look like? How long will it take to achieve results?

- What will it cost to do the work? _____

- What milestones have you met already and what are you striving to achieve? _____

