

BUILD YOUR STORY WORKSHEET



This *Chambers Change Things* campaign worksheet is designed to guide the strategic thinking behind identifying and telling your chamber's best stories. It is intended to help narrow your audience, gather the proof points and craft the message.

1 START WITH THE WORK

First, focus on your chamber's greatest success. What is the work that your chamber actually did? The best stories have three main points: data you trust, a person or business you can name, and a clear result. The rest of the worksheet will help you tell that story well.

OUR CHAMBER WORKED ON:

2 SO WHAT'S DIFFERENT NOW?

Move beyond what your chamber did and focus on what happened because of the work. Look for tangible changes such as businesses helped, jobs created, barriers removed, investments made, policies changed, people trained or new opportunities created.

BEFORE: What challenge, need or opportunity existed?

AFTER: What is different now?

3 IDENTIFY WHO BENEFITED

Put people, businesses and places at the center of the story.

- Instead of saying broadly "local businesses," name the specific business or type of business.
- Instead of "our community," name a neighborhood, downtown, school, industry or group of residents.

WHO ARE THE PEOPLE, BUSINESSES, OR PLACES WE CAN FEATURE?

4 SAY WHAT YOU ACTUALLY DID

Be precise about your contribution. Strong stories do not require the chamber to take all the credit.

- ☐ **Led.** We set the strategy and drove it.
- ☐ **Helped build.** We worked alongside partners to get it done.
- ☐ **Supported.** Someone else led. We brought resources, advocacy, or expertise.

SPECIFICALLY, OUR CHAMBER:

PARTNERS WHO DESERVE CREDIT BY NAME:

5 BACK IT UP

What makes the result credible?

- ☐ Data or measurable outcome
- ☐ Business or resident story
- ☐ Policy or regulatory change
- ☐ New investment
- ☐ Partner validation
- ☐ Visible change in the community
- ☐ Other: _____

OUR STRONGEST PROOF IS:

6 PICK ONE AUDIENCE

Who most needs to understand this story?

- ☐ General public
- ☐ Current or prospective members
- ☐ Business and civic leaders
- ☐ Media
- ☐ Community partners
- ☐ Students and emerging leaders
- ☐ Other: _____

WHAT THEY ACTUALLY CARE ABOUT:

WHY THIS RESULT MATTERS TO THEM, IN THEIR WORDS:

7 BUILD THE STORY

Put the pieces together.

The problem. _____

What we did. Our Chamber: _____

What changed. As a result, _____

How we know. _____

What community members it benefited. _____

8 COMPLETE THE CAMPAIGN MESSAGE

Avoid broad statements that can apply to any chamber or any community.

"Chambers Change Things for _____"

- **Too broad:** for Business.
- **Strongest:** for [Local Business] ready to grow.

9 BEFORE YOU PUBLISH

ASK YOURSELF:

- ☐ Are we describing an outcome, not simply an activity?
- ☐ Is the chamber's role accurate?
- ☐ Is the story specific to our community?
- ☐ Have we identified who benefited?
- ☐ Can we support the claim with proof?
- ☐ Does the message answer why this audience should care?
- ☐ Could someone outside the chamber understand it without knowing how chambers work?
- ☐ Does it show what the chamber helped change?