

Glossary

Client Story	A personal account or testimonial voluntarily shared by a client about their experience.
Consent Form	A document signed by the client permitting the use of their story and personal information as specified.
Collective Story	A narrative that comes from merging shared experiences and perspectives, often within a specific community or organization. Weaving together individual stories to create a collective story can be a powerful approach to influential storytelling.
Community Members	People directly impacted by or engaged with our work, or may have similar lived experience. Storytelling to this audience should involve shared lived and living experiences, cultural relevance, and trust.
Cultural Storytelling Traditions/ Frameworks	Different groups and communities of people share narratives and pass along knowledge in diverse ways. This can take on various formats such as oral, written, and visual storytelling, among others. Cultural storytelling is powerful in preserving certain traditions, the formation of identities, passing along intergenerational knowledge, and ensuring greater social cohesion and understanding of certain groups. <i>Disclaimer: Cultural traditions vary widely. Independent research may be necessary.</i>
De-identified Story	A version of the story where identifying information (e.g., names, faces, locations) is removed for privacy. See <i>consent form and ethical and equitable accountability checklist</i> .

Deficit Framing	Focuses on highlighting the negative, the challenges, the struggles, and the problems within a story. This often leads to defining individuals and communities by their shortfalls rather than where they excel/are strong.
Funders	Institutions or individuals who are providing financial support (to the organization or individual storyteller). Storytelling to this audience may involve uplifting impact, outcomes, and alignment with funders' values while remaining true to yourself and your mission.
General Public	People who are not necessarily directly connected to your work but are part of the broader community. Storytelling to this audience often involves centering accessibility, community, and emotion.
Identifying information	Facts about someone that can be used to identify who they are. This includes full name, mailing address, zip code, date of birth, place of birth, photos of a person's face, etc...
Media	Journalists, news sources, bloggers. People who can amplify your story to a wider audience. Storytelling to this audience is best done through compelling narratives, data-blocked context, and clear and accessible framing.
Policymakers	Influencers at the local, state, or federal level. Elected officials who make public policy oriented decisions. Storytelling to this audience may be most effective in talking about systemic challenges, community-based solutions, and the need for change.
Trauma "Porn"	The practice of commercializing or sensationalizing someone's trauma graphically through the media. It is often used to generate a shock value, attention, or profit. (This term comes from the parallel that sexual exploitation often plays in the creation and consumption of pornography).