# Impact Storytelling Canvas

**Story name:**

## Why are you telling this story?

## What is the impact to communicate?

## Who do you want to influence?

## How do you want them to feel & act?

## What do you want them to do?

## What important data, facts & tohu do you have to share?

## Do you have quotes, photos, video and tohu to include?

## How and where do you want to share your story?

Free tool, created by
Find more: catalyse.co.nz/free-tools
catalyse

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## Story timeline

### How/when does it start?

### What are the key milestones, touchstones?

### What has been transformed as a result?

### Who do you need to thank?