



COMMUNICATION & AMPLIFICATION





LET LEARN TOGETHER

A guide to support Voice grantees to document experiences and change resulting from Voice supported activities



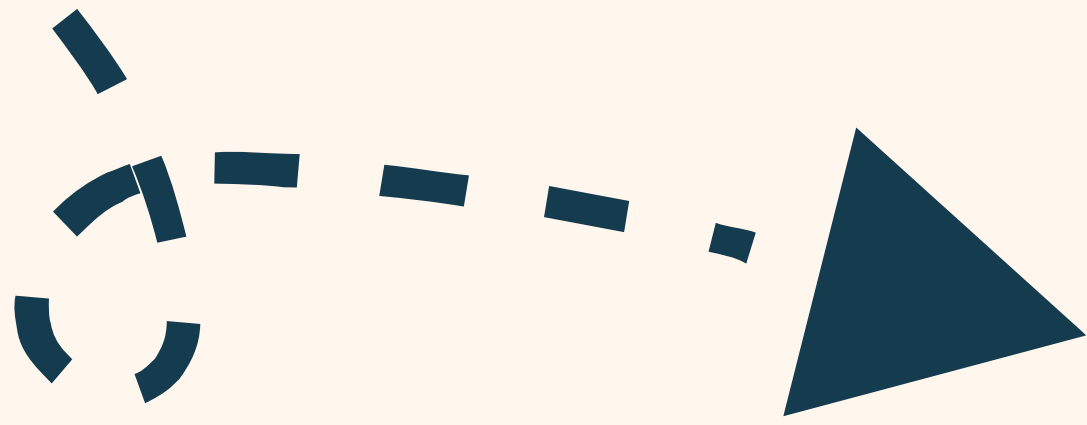
DO YOU KNOW WHY COMMUNICATION & AMPLIFICATION?



HOW DO we present content?

- **Written; Stories, blogs, interviews, posts, comments**
- **Photos**
- **Videos**
- **Audios**
- **Website**
- **Social media**
- **Voicemail**
- **Events- meetings conferences seminars**
- **Publications**
- **Partnerships**





DEVELOPING CHANGE STORIES

Impact Story: are a helpful way to systematically document evidence of perceived change or results arising from implementing a set of activities. This approach is practical when monitoring and evaluation or research capacity is limited. This is also useful in contexts with limited documented results or lessons.

Step-by-step guide to developing impact stories:

- Select your impact storytellers
- Unpacking the change
- Attributing the change
- Verify the change





SUCCESS STORY

The **5Ws and an H** can offer guidance.

- **Who** is the individual or group (age, gender; provide details about whom you are writing about)?
- **What** change occurred because of your intervention? Paint a before and after picture of the situation.
- **When** did the change occur (time)?
- **Where?** Location of where the intervention took place.
- **How** did the intervention cause the change?
- **Why** does the rightsholder feel that their life is better or has been changed as a result of the intervention?

EVENT STORIES

Step by step process of developing events stories

01

Organize the event

02

Prepare a checklist of key issues to document during the event including: photos to take, persons to interview, quotations to pick, notes to take, speeches to record.

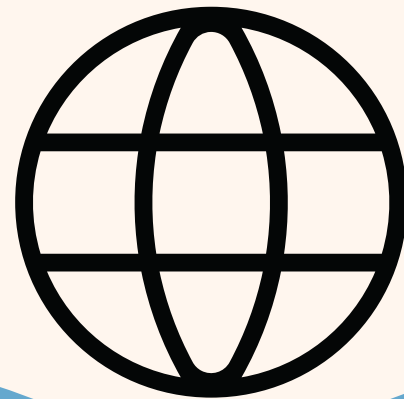
03

Document key activities during the event (photos, speeches, quotations)

04

Write down a story to describe the event in a precise way highlighting major activities and key take away points from the event

WHAT IS VOICE COMMUNICATION CHANELL?



Subscribe



CAMBODIA

THANKS

