

Never Again Action Narrative Building Worksheet

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Designing Your Narrative Concept

This is your first step in building a narrative. You'll collect information and make decisions about what you need your narrative to accomplish.

What is our campaign goal?

What are we trying to achieve? How long do we have to accomplish it?

Who is our audience?

What part of the public do we need to reach in order to accomplish our goal?

What does our audience currently believe about our issue?

What do we need our audience to believe about our issue, in order to accomplish our goal?

Writing The Narrative

Once you know what your audience believes now, point A, and what you need them to believe, point B, you're ready to write the story that gets them from A to B. Below are key pieces of a story. Other pieces you might want to include: Them (*who are we up against?*), Vision (*What are we building towards?*).

Us

Who we are, and why we're in this fight

Problem

What is the issue we're tackling with this campaign? Why are we doing this work?

Demand

What action are we demanding from our target?

Target

Who has the power to meet our demands?

Choice

What are the stakes of this moment?