



USING DATA TO DRIVE IMPACT:

**BUILDING TRUST, HONORING COMMUNITIES,
INSPIRING ACTION**





THANK YOU!



BRADY WARE

TODAYS Agenda

Using data responsibly to build trust and drive funding

Craft compelling narratives that honor community dignity and agency

Transform your data into powerful stories that inspire action

Today's goal: Ethical data + Ethical language = Greater impact



Workshop Focus:

How can you use data responsibly to build trust and drive funding?

How do you craft compelling narratives that honor community dignity and agency?

How can you transform your data into powerful stories that inspire action?

What are best practices for ethical data collection and management?

How can you balance showing community challenges with highlighting strengths and solutions?

COLLECTING AND MANAGING DATA ETHICALLY

- **Informed Consent:** Explain how the data or story **will be used**. Ensure participants understand.
- **Do No Harm:** Avoid collecting or sharing data that could stigmatize or expose vulnerabilities.
- **Be Transparent:** Share how the data benefits the community.
- **Engage Your Stakeholders:** Ask for input on how their stories are framed.
- **Store data securely.**



ETHICAL DATA-BASED STORYTELLING

Why Ethics Matter in Storytelling:

- Stories have power; misuse can harm relationships or misrepresent communities.
- Ethical storytelling builds trust and long-term impact.

Guidelines for Ethical Storytelling:

- Respect Dignity
- Avoid Tokenism
- Seek Consent and Co-Authorship
- Highlight Strengths



Pick a common phrase your organization uses. How can you reframe it using asset-based language?

DEFICIT THINKING VS ASSET-BASED FRAMING

DEFICIT- BASED

**Focus on
Problems**

**Labels
Individuals**

**Reinforces
Stereotypes**



ASSET- BASED

**Focus on
Strengths &
Solutions**

**Highlights
Systemic
Barriers**

**Amplifies
Community
Leadership**

WHY "AT-RISK" IS PROBLEMATIC



Risk is not something internal to the child—it's imposed by systems that fail them.

LANGUAGE ALTERNATIVES



PROBLEMATIC

At-Risk Youth

Underprivileged

**Vulnerable
Populations**



ALTERNATIVE

**Resilient,
System-Impacted
Youth**

**Under-
resourced
Communities**

**Communities
Navigating
inJustice**

GOOD REFRAMING EXAMPLES

OLD

"We serve at-risk youth."

NEW

"We partner with resilient youth navigating systemic barriers."

"Helping vulnerable populations."

"Uplifting communities navigating systemic in justice."

Solutions:

- Define the purpose of the organization
- Define and explore the organization's ecosystem
- Learn what other similar organizations are doing
- Ask board members to explore parts of the organization's ecosystem and report back
- Study trends

HOW TO APPLY THIS TO YOUR DATA AND STORIES

- Always seek informed consent.
- Let people co-author their narratives.
- Frame data and stories around community strengths and systemic truths.



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- Frame data and stories around community strengths and systemic truths.

MINI-WORKSHOP: REFRAMING PRACTICE

**Pick a common phrase
your organization uses.**

**How can you reframe
it using asset-based
language?**



"Pick a common phrase your organization uses. How can you reframe it using asset-based language?"

TODAYS Takeaways

Ethical storytelling honors dignity.

Asset-based language strengthens community trust.

Ethical storytelling drives deeper, lasting impact.



ACTION STEPS



Action: Audit one piece of your org's communication for deficit language.

Action: Draft one new story with an asset-based lens.



"Pick a common phrase your organization uses. How can you reframe it using asset-based language?"

SHAREABLES



After you scan the QR code you will find multiple templates and worksheets that are free for you to make copies of and use! These documents will help you immediately apply what you learned from this presentation to your organization.

THANK YOU AGAIN!



BRADY WARE

Questions?
Thank you!



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The Board Chair and CEO must work collaboratively to set the tone at the top.