



THANK YOU!





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.

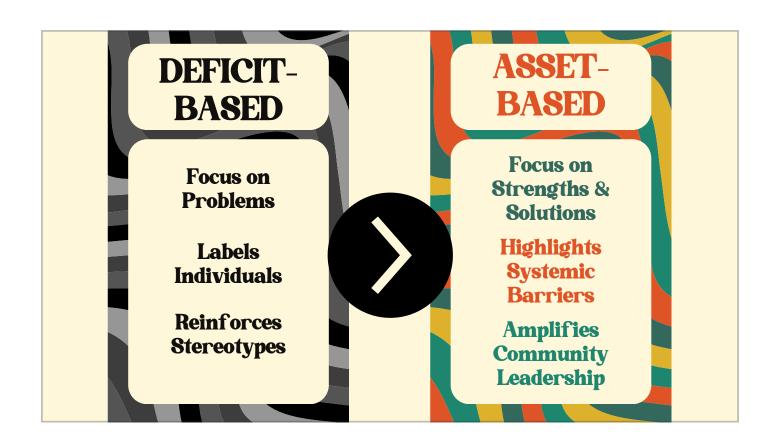
Guidelines for Ethical Storytelling:

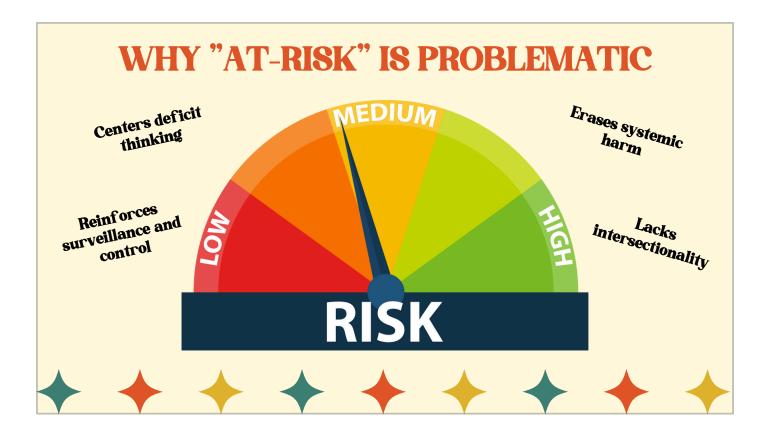
- Respect Dignity
- Avoid Tokenism
- Seek Consent and Co-Authorship
- Highlight Strengths



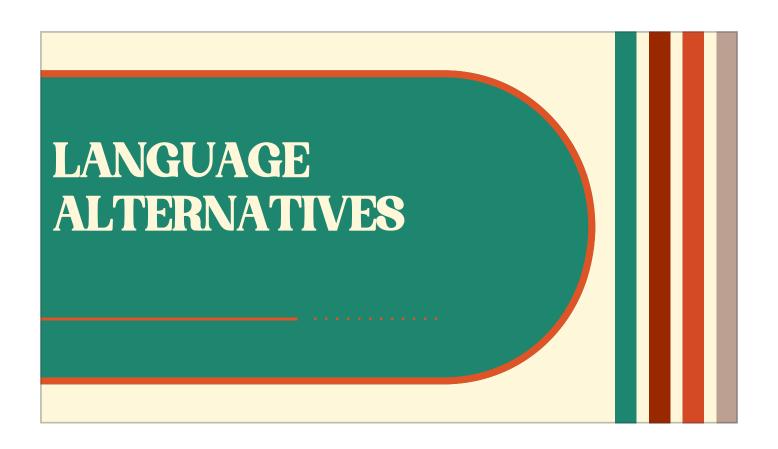
Pick a common phrase your organization uses. How can you reframe it using asset-based language?

DEFICIT THINKING VS ASSET-BASED FRAMING

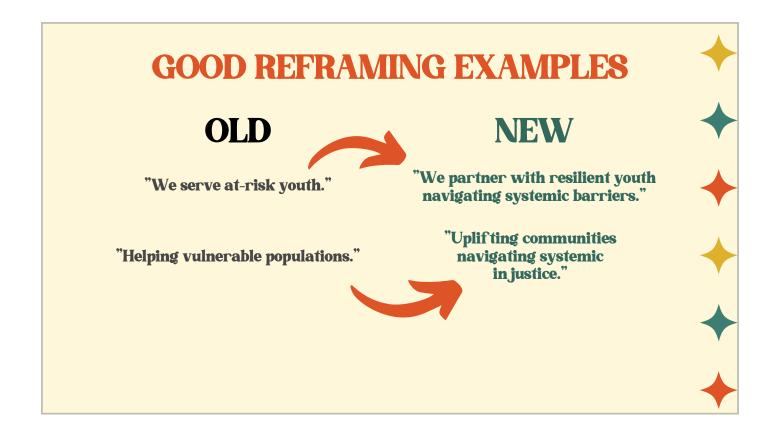




Risk is not something internal to the child—it's imposed by systems that fail them.







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



- -Always seek informed consent.
- -Let people co-author their narratives.
- -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?"

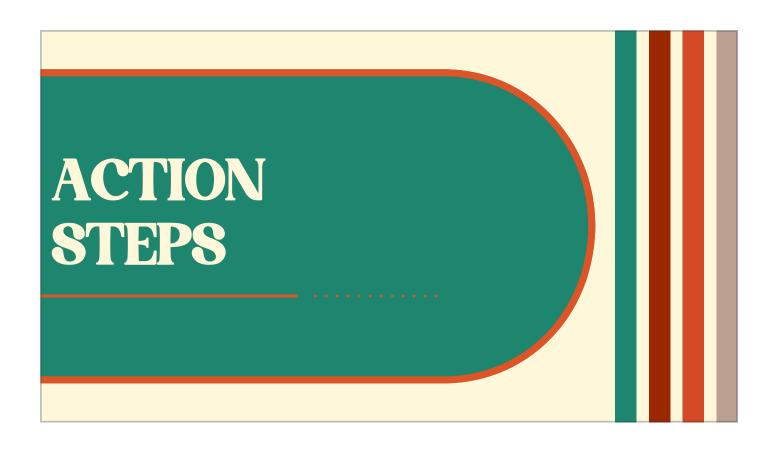


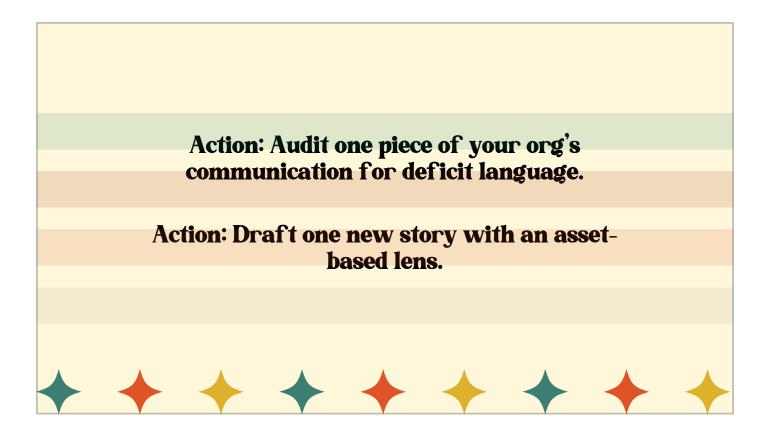
Ethical storytelling honors dignity.

Asset-based language strengthens community trust.

Ethical storytelling drives deeper, lasting impact.







[&]quot;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!





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