

Community Engagement & Advocacy: Turning Program Data Into Public Narrative

Turn program outcomes and community stories into press, testimony, and campaigns people believe.

24 copy-paste prompts 6 chapters nonprofit communications staff, advocacy organizers, community organizers, program directors who do public-facing work

A FIELD GUIDE, NOT A BINDER

Turning program data and lived experience into public narrative, press, and policy testimony that moves audiences without ever putting words in anyone's mouth.

WELCOME

What this pack helps you build

Turning program data and lived experience into public narrative, press, and policy testimony that moves audiences without ever putting words in anyone's mouth.

THE HUMAN BOUNDARY

AI drafts language; it never fabricates a quote, invents a statistic, or exaggerates an outcome. Every community member's story is used only with their informed, specific consent, and a human on your team verifies every number and every claim before it reaches a reporter, a public comment record, or a testimony transcript.

THE WORKFLOW

01 gather stories and data -> 02 draft core narrative -> 03 produce press and public content -> 04 prepare testimony and comment -> 05 coordinate coalition messaging -> 06 track and scale impact

YOUR TOOLS

Choose the tool that fits the work

TOOL	SHINES AT	GOOD TO KNOW
ChatGPT	drafting press releases, social copy, and talking points from your notes	Feed it your actual verified quotes and numbers - never let it generate a quote for you to attribute to someone.
Claude	translating dense program data and evaluation reports into plain-language narrative	Good for long source documents, but a human still checks every figure against the original report before publishing.

Gathering Stories and Data Ethically

Before you write a single public sentence, you need a clean, consented set of stories and a verified set of numbers. This chapter builds the intake systems that keep everything downstream honest.

IN THIS CHAPTER

- 01 Design a story consent process
- 02 Build a story intake interview guide
- 03 Translate a data report into plain language
- 04 Build a story and data bank

Design a story consent process

PURPOSE

Create a clear, specific informed-consent process for collecting community member stories.

WHEN TO USE IT

Use before you collect a single story, at the start of any new campaign or communications push.

COPY & PASTE PROMPT

I collect stories from community members who use our programs, and I want to publish some of them in press materials, social posts, and testimony. Help me design an informed consent process: a plain-language consent form that specifies exactly how a story might be used (press, social media, testimony, fundraising), how long consent lasts, how someone can withdraw it later, and whether they can review the final version before it's published. Include a version for minors that requires guardian consent. Keep the form under one page and written at an eighth-grade reading level.

PRO TIPS

- Always let the storyteller review the final published version, not just the raw quote.
- Store consent forms with the same care as the story itself - track expiration and withdrawal requests.

EXAMPLE OUTPUT

A one-page plain-language consent form plus a guardian-consent variant for minors.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a story intake interview guide

PURPOSE

Create a respectful, trauma-informed interview guide for collecting community stories.

WHEN TO USE IT

Use once consent is in place and you're preparing to sit down with a community member.

COPY & PASTE PROMPT

Help me build an interview guide for collecting stories from people who've used our programs, for later use in advocacy and communications. It should open with rapport-building questions, move into specific questions about their experience and outcomes, avoid leading questions that suggest an answer, and include a closing question asking what they want people to understand. Add a note reminding the interviewer to record only what the person actually says, never to paraphrase into a stronger claim, and to ask directly whether any detail feels too personal to share publicly.

PRO TIPS

- Never let AI write a quote for someone - only transcribe and lightly clean up their actual words.
- Ask permission again, out loud, right before the interview even if a form was already signed.

EXAMPLE OUTPUT

A structured interview guide with rapport, substance, and closing question sections.

WHAT'S NEXT

Run the next prompt in this chapter.

Translate a data report into plain language

PURPOSE

Convert a dense program evaluation or data report into narrative-ready plain language.

WHEN TO USE IT

Use whenever you have a program report, evaluation, or dataset you need to make understandable to a public audience.

COPY & PASTE PROMPT

I have a program evaluation report full of statistics and technical language, and I need to translate it into plain-language findings I can use in public communications. Read the report I paste in and pull out the 5-8 most compelling, statistically sound findings, restate each one in one plain sentence a non-expert would understand, and flag any figure that seems ambiguous, outdated, or in need of a source citation before I use it publicly. Do not round numbers in a way that changes their meaning.

PRO TIPS

- Have your data or evaluation lead confirm every figure before it leaves this draft stage.
- Flag margin of error or small sample sizes explicitly rather than letting a number stand alone.

EXAMPLE OUTPUT

A list of 5-8 plain-language findings each tied back to a verifiable source figure.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a story and data bank

PURPOSE

Organize consented stories and verified data points into a reusable, taggable bank.

WHEN TO USE IT

Use after you've collected several stories and data points and need to make them easy to find later.

COPY & PASTE PROMPT

Help me design a story and data bank so my team can quickly find the right story or statistic for a press release, social post, or testimony. Create a structure with fields for: story summary, storyteller name and consent status, consent expiration date, usable-for categories (press, social, testimony, fundraising), related data point, source of that data point, and last-verified date. Suggest tags I could use to search by topic, program, and region.

PRO TIPS

- Re-verify consent status before pulling any story that hasn't been used in over six months.
- Never reuse a data point past its last-verified date without checking the source again.

EXAMPLE OUTPUT

A structured story and data bank template with searchable tags and consent tracking fields.

WHAT'S NEXT

Move on to "Drafting the Core Narrative".

Drafting the Core Narrative

With consented stories and verified data in hand, this chapter turns them into the core narrative your organization will reuse across every public-facing channel.

IN THIS CHAPTER

- 05 Write the core impact narrative
- 06 Create narrative variations by audience
- 07 Stress-test the narrative for accuracy
- 08 Build a message house

Write the core impact narrative

PURPOSE

Draft a single reusable narrative connecting program data to lived experience.

WHEN TO USE IT

Use once you have at least one verified story and one verified data point ready to combine.

COPY & PASTE PROMPT

Help me write a core impact narrative for our organization that we'll adapt for press, social, and testimony. Weave together this verified data point [paste finding] with this consented story [paste story summary] into a 200-word narrative that opens with a human moment, moves to the broader data showing this isn't an isolated case, and closes with what needs to change. Use the storyteller's actual words where I've marked a quote, and do not invent any additional quotes or embellish the outcome beyond what I've provided.

PRO TIPS

- Mark exact quotes clearly in your source material so nothing gets rephrased into fabrication.
- Read the draft back to the storyteller before it becomes your organization's go-to narrative.

EXAMPLE OUTPUT

A 200-word core narrative blending one verified data point with one consented story.

WHAT'S NEXT

Run the next prompt in this chapter.

Create narrative variations by audience

PURPOSE

Adapt the core narrative for different audiences without changing its facts.

WHEN TO USE IT

Use after the core narrative is finalized and you need versions for different stakeholders.

COPY & PASTE PROMPT

Using this core narrative I've finalized [paste narrative], create three variations: one for a funder audience emphasizing outcomes and cost-effectiveness, one for a general public audience emphasizing the human story, and one for a policymaker audience emphasizing the systemic issue and the specific policy change needed. Keep every fact, number, and quote identical across all three versions - only change tone, emphasis, and length.

PRO TIPS

- Run a side-by-side check that no fact changed between versions, only framing did.
- Keep versions under 250 words each so they stay usable as building blocks.

EXAMPLE OUTPUT

Three audience-specific narrative variations sharing identical facts and quotes.

WHAT'S NEXT

Run the next prompt in this chapter.

Stress-test the narrative for accuracy

PURPOSE

Catch overstated claims or unverified assertions before a narrative goes further.

WHEN TO USE IT

Use as a final check on any narrative draft before it moves into press or testimony production.

COPY & PASTE PROMPT

Review this narrative draft I've written [paste draft] as a skeptical fact-checker would. Flag any sentence that states a causal claim not clearly supported by the data I've provided, any number that isn't directly sourced, any quote that reads as more polished than something a person would naturally say, and any phrase that could be read as exaggerating the outcome. List each flag with the specific sentence and why it's a concern, but don't rewrite the narrative yourself.

PRO TIPS

- Treat every flag as a required human review item, not an optional suggestion.
- Be especially wary of causal language like 'because of our program' when the data only shows correlation.

EXAMPLE OUTPUT

A flagged list of unverified claims, ungrounded numbers, and suspiciously polished quotes.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a message house

PURPOSE

Create a one-page reference of core messages, proof points, and language to avoid.

WHEN TO USE IT

Use once your core narrative is accuracy-checked and ready to guide all future content.

COPY & PASTE PROMPT

Build a one-page message house for our campaign based on this finalized narrative [paste narrative]. Include: one central message (one sentence), three supporting messages each with a proof point (a verified stat or story reference, not the story itself), a short list of words or phrases to avoid because they overstate our claims, and a short list of preferred plain-language terms. This will guide anyone on staff writing public content.

PRO TIPS

- Keep proof points as references to the story bank, not restated quotes, so updates stay traceable.
- Share this with anyone new who writes public content so language stays consistent and accurate.

EXAMPLE OUTPUT

A one-page message house with a central message, proof points, and language guidance.

WHAT'S NEXT

Move on to “Producing Press and Public-Facing Content”.

Producing Press and Public-Facing Content

Your message house now becomes press releases, op-eds, and social content. This chapter builds the public-facing assets journalists and audiences actually see.

IN THIS CHAPTER

- 09 Draft a press release
- 10 Draft an op-ed
- 11 Build a social content calendar
- 12 Prepare a media pitch and talking points

Draft a press release

PURPOSE

Produce a press release built from verified data and a consented story.

WHEN TO USE IT

Use when you have news - a report release, a milestone, or a policy moment - worth pitching to press.

COPY & PASTE PROMPT

Draft a press release announcing [describe the news/milestone]. Use standard press release structure: headline, dateline, lead paragraph answering who/what/when/where/why, a supporting paragraph with our verified data [paste finding], one quote from our executive director [I will supply the actual quote], one quote from a consented community member [I will supply the actual quote], boilerplate about our organization, and media contact info. Leave both quote fields marked as placeholders for me to fill with real, approved quotes - do not write quotes for me.

PRO TIPS

- Never fill in a quote placeholder yourself - only the person quoted approves their own words.
- Send the release to the storyteller for a final read before it goes to press.

EXAMPLE OUTPUT

A structured press release draft with clearly marked placeholders for real approved quotes.

WHAT'S NEXT

Run the next prompt in this chapter.

Draft an op-ed

PURPOSE

Turn the core narrative into a persuasive op-ed pitch for local or national outlets.

WHEN TO USE IT

Use when you want to place a longer-form argument under a leader's or storyteller's byline.

COPY & PASTE PROMPT

Help me draft an op-ed under [name/title]'s byline arguing for [the policy change or issue]. Structure it as: a hook opening with a specific, real moment I'll provide, a clear statement of the problem backed by our verified data, the case for the specific change we want, a response to the strongest counterargument, and a call to action. Keep it under 750 words and written in first person as if [name] is speaking, but do not invent any personal anecdotes, credentials, or opinions I haven't given you.

PRO TIPS

- Have the named author read every sentence and confirm it reflects their actual voice and opinion.
- Pitch to one outlet at a time with a tailored one-line note on why it fits their readership.

EXAMPLE OUTPUT

A 750-word op-ed draft in the named author's voice, built from facts they've supplied.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a social content calendar

PURPOSE

Turn the core narrative into a batch of platform-ready social posts.

WHEN TO USE IT

Use once press materials are drafted and you need to sustain public attention across channels.

COPY & PASTE PROMPT

Using our message house [paste message house] and this consented story [paste story], draft a two-week social content calendar with one post per weekday. Vary formats: a data-highlight post, a story-highlight post using only the storyteller's actual words, a call-to-action post, and a behind-the-scenes program post. Write for Instagram, X, and LinkedIn with platform-appropriate length. Mark any post using the community member's story with a reminder to reconfirm their consent before it's scheduled.

PRO TIPS

- Reconfirm consent every time a story resurfaces in a new post, not just the first time it's used.
- Vary story and data posts so no single person's story carries the whole campaign.

EXAMPLE OUTPUT

A two-week, platform-specific social content calendar with a built-in consent check.

WHAT'S NEXT

Run the next prompt in this chapter.

Prepare a media pitch and talking points

PURPOSE

Create a concise pitch and Q&A; prep for a spokesperson going into a media interview.

WHEN TO USE IT

Use when a reporter has shown interest or you're proactively pitching a story.

COPY & PASTE PROMPT

Help me prepare a media pitch email and interview talking points for a spokesperson discussing [topic/issue]. The pitch email should be under 150 words with a clear news hook. The talking points should include three key messages tied to our verified data, anticipated tough questions with suggested response angles, and a reminder of which facts and figures are approved for public citation. Do not draft new statistics - only reference the ones I provide.

PRO TIPS

- Rehearse tough questions out loud with the spokesperson, not just on paper.
- Keep an approved-facts list visible to the spokesperson during the actual interview.

EXAMPLE OUTPUT

A media pitch email and a talking points sheet with anticipated questions and approved facts.

WHAT'S NEXT

Move on to "Preparing Policy Testimony and Public Comment".

Preparing Policy Testimony and Public Comment

Public narrative becomes formal advocacy when it enters the policy record. This chapter builds testimony, public comment, and briefing materials that hold up under scrutiny.

IN THIS CHAPTER

- 13 Draft policy testimony
- 14 Draft a public comment submission
- 15 Build a legislative briefing one-pager
- 16 Prepare for hostile questions

Draft policy testimony

PURPOSE

Produce testimony connecting community impact to a specific policy ask.

WHEN TO USE IT

Use when preparing to testify before a legislative committee, board, or public hearing.

COPY & PASTE PROMPT

Help me draft testimony for a hearing on [bill/policy]. Structure it as: a one-sentence statement of who we are and why we're testifying, our position (support/oppose/amend), two to three pieces of verified evidence supporting our position, one consented community story illustrating the real-world stakes, and a specific, actionable ask stated in the final sentence. Keep it within the time limit of [X minutes, roughly 150 words per minute of spoken testimony]. Use only the data and story details I provide - flag anywhere you'd need a citation I haven't given you.

PRO TIPS

- Time yourself reading it aloud - written word counts often run long when spoken.
- Have legal or policy staff review the specific ask before it's submitted.

EXAMPLE OUTPUT

A timed testimony draft with a clear ask, ending in a specific, actionable request.

WHAT'S NEXT

Run the next prompt in this chapter.

Draft a public comment submission

PURPOSE

Produce a formal written public comment responding to a proposed rule or policy.

WHEN TO USE IT

Use during an open public comment period on a proposed regulation or policy.

COPY & PASTE PROMPT

Help me draft a formal public comment responding to this proposed rule [paste summary or link details]. Structure it as: identification of our organization and standing to comment, a clear statement of support/opposition/requested changes, specific evidence from our verified data addressing the rule's likely impact, and specific requested edits to the rule's language where relevant. Keep the tone formal and precise, and flag any place where I need to supply a citation or legal reference you don't have.

PRO TIPS

- Check the exact submission format and deadline required by the agency before finalizing.
- Have someone familiar with the rule's legal language review requested edits for precision.

EXAMPLE OUTPUT

A formal public comment draft with a clear position and specific requested rule changes.

WHAT'S NEXT

Run the next prompt in this chapter.

Build a legislative briefing one-pager

PURPOSE

Create a leave-behind document for meetings with legislators or staff.

WHEN TO USE IT

Use ahead of a legislative meeting or lobby day where you need a concise leave-behind.

COPY & PASTE PROMPT

Build a one-page legislative briefing document on [issue/bill]. Include: the issue in one sentence, three verified data points showing scope and impact, one short consented story excerpt, our specific ask, and contact information for follow-up. Design it to be scannable in under two minutes by a staffer with limited time. Use only data and quotes I've verified and provided.

PRO TIPS

- Lead with the ask, not the background - staffers often skim from the top only.
- Bring a printed and a digital version, since some offices prefer one over the other.

EXAMPLE OUTPUT

A scannable one-page legislative briefing with a clear ask and verified evidence.

WHAT'S NEXT

Run the next prompt in this chapter.

Prepare for hostile questions

PURPOSE

Build a Q&A; prep document anticipating pushback during testimony or meetings.

WHEN TO USE IT

Use before any hearing, meeting, or interview where opposition is likely.

COPY & PASTE PROMPT

Help me prepare for likely pushback on our testimony regarding [issue]. List the five toughest questions or counterarguments an opposing stakeholder might raise, and for each one draft a calm, fact-based response angle using only our verified data - do not invent statistics to counter a hostile question. Where our data doesn't fully answer a question, say so plainly and suggest how I should honestly acknowledge the gap instead of overstating our position.

PRO TIPS

- It's more credible to say 'we don't have data on that yet' than to stretch what you have.
- Practice the responses out loud with a colleague playing the hostile questioner.

EXAMPLE OUTPUT

A Q&A; prep sheet with five tough questions and honest, fact-grounded response angles.

WHAT'S NEXT

Move on to "Coordinating Coalition and Campaign Messaging".

Coordinating Coalition and Campaign Messaging

Advocacy rarely happens alone. This chapter builds the shared materials that keep coalition partners and campaign volunteers aligned and accurate.

IN THIS CHAPTER

- 17 Draft a coalition sign-on letter
- 18 Build shared talking points for partners
- 19 Prepare town hall talking points
- 20 Draft a rapid-response statement

Draft a coalition sign-on letter

PURPOSE

Produce a sign-on letter partner organizations can review and endorse.

WHEN TO USE IT

Use when building support from multiple organizations for a shared policy position.

COPY & PASTE PROMPT

Draft a coalition sign-on letter to [recipient, e.g., a legislator or agency] on [issue]. Structure it as: an opening paragraph stating the coalition's shared concern, two to three paragraphs of supporting evidence using our verified data, a clear and specific ask, and a closing line for signatory organizations to add their names. Keep the tone one that diverse organizations with different specific interests could comfortably endorse without overstating any single group's claims.

PRO TIPS

- Circulate a draft to two or three anchor partners before wide distribution to catch issues early.
- Keep claims general enough that no signing partner is vouching for data they haven't seen.

EXAMPLE OUTPUT

A coalition sign-on letter draft with a clear shared ask and space for signatories.

WHAT'S NEXT

Run the next prompt in this chapter.

Build shared talking points for partners

PURPOSE

Create a consistent talking points document coalition partners can use in their own channels.

WHEN TO USE IT

Use once a coalition campaign is underway and partners need consistent messaging.

COPY & PASTE PROMPT

Build a shared talking points document our coalition partners can use in their own communications about [campaign/issue]. Include: the core message in one sentence, three supporting facts with sources noted, one sentence each partner can adapt for their own audience, and clear notes on which statistics are approved for public use versus internal only. Keep language neutral enough for partners with different political constraints to use comfortably.

PRO TIPS

- Mark which stats are for public use versus internal-only so partners don't over-cite sensitive data.
- Ask partners to flag back any local context that changes how a message should land.

EXAMPLE OUTPUT

A shared talking points document with adaptable language and sourced facts for partners.

WHAT'S NEXT

Run the next prompt in this chapter.

Prepare town hall talking points

PURPOSE

Build concise talking points for organizers or spokespeople speaking at a town hall.

WHEN TO USE IT

Use ahead of a town hall, community forum, or public meeting where your organization will speak.

COPY & PASTE PROMPT

Prepare talking points for a spokesperson speaking at a town hall on [issue]. Include a 30-second opening statement, three key points each under two sentences, one consented community story to reference briefly, and a closing call to action for attendees (e.g., contact a representative, sign a petition). Write it for a spoken, conversational tone rather than a written one, and keep the total speaking time under three minutes.

PRO TIPS

- Practice the opening statement out loud until it sounds natural, not read.
- Confirm the storyteller is comfortable with their story being referenced live, not just in print.

EXAMPLE OUTPUT

A three-minute spoken talking points script for a town hall spokesperson.

WHAT'S NEXT

Run the next prompt in this chapter.

Draft a rapid-response statement

PURPOSE

Prepare a fast, accurate statement responding to a breaking development.

WHEN TO USE IT

Use when news breaks that directly affects your campaign and you need to respond within hours.

COPY & PASTE PROMPT

A breaking development just happened: [describe the news]. Help me draft a rapid-response statement for our organization reacting to it. Keep it under 150 words, state our position clearly, connect it to our verified data or prior public statements where relevant, and avoid speculation about facts we don't yet know. Flag any place where I should hold off publishing until we've confirmed a detail.

PRO TIPS

- When facts are still emerging, say what you know and clearly flag what you don't yet know.
- Get a second person's eyes on any rapid-response statement before it posts, even under time pressure.

EXAMPLE OUTPUT

A 150-word rapid-response statement with speculative claims flagged for confirmation.

WHAT'S NEXT

Move on to "Tracking Impact and Scaling".

Tracking Impact and Scaling

The final chapter turns individual campaigns into a repeatable, measurable advocacy practice you can sustain and improve over time.

IN THIS CHAPTER

- 21 Build a campaign tracking dashboard
- 22 Measure media and message reach
- 23 Debrief a campaign with community storytellers
- 24 Write the advocacy communications playbook

Build a campaign tracking dashboard

PURPOSE

Create a structure for tracking advocacy activities and their outcomes over time.

WHEN TO USE IT

Use once a campaign has multiple moving pieces - press, testimony, coalition work - running at once.

COPY & PASTE PROMPT

Help me design a campaign tracking dashboard for our advocacy work. Include columns for: activity type (press, testimony, social, coalition letter, town hall), date, target audience, key message used, outcome or response received, and follow-up needed. Suggest a simple way to tag activities by which policy goal they support, so I can see at a glance which goals are getting the most attention and which are being neglected.

PRO TIPS

- Review the dashboard monthly, not just at campaign's end, so you can redirect effort early.
- Log outcomes honestly, including when an activity produced no measurable response.

EXAMPLE OUTPUT

A campaign tracking dashboard template tagged by policy goal and activity type.

WHAT'S NEXT

Run the next prompt in this chapter.

Measure media and message reach

PURPOSE

Summarize press pickup and social engagement into a digestible impact snapshot.

WHEN TO USE IT

Use periodically during a campaign to assess whether your narrative is landing.

COPY & PASTE PROMPT

I have a list of press mentions, social engagement numbers, and any legislative responses from the past month [paste raw data]. Summarize this into a one-page impact snapshot: total press mentions and top outlets, social reach and engagement highlights, any direct legislative or policy response, and one honest observation about what didn't land the way we hoped. Don't inflate small numbers into major wins.

PRO TIPS

- Include what didn't work alongside what did - it's more useful for planning the next campaign.
- Compare against your own past campaigns rather than vague industry benchmarks.

EXAMPLE OUTPUT

A one-page honest impact snapshot covering press, social, and policy response.

WHAT'S NEXT

Run the next prompt in this chapter.

Debrief a campaign with community storytellers

PURPOSE

Close the loop with community members whose stories were used publicly.

WHEN TO USE IT

Use at the end of a campaign to report back to the people whose stories powered it.

COPY & PASTE PROMPT

Help me draft a thank-you and debrief message to send to community members who shared their stories for our recent campaign on [issue]. It should thank them specifically, share what the campaign achieved (or honestly note what's still pending), let them know exactly where and how their story was used, and ask if they'd like their story removed from future use or are comfortable with it continuing to be shared.

PRO TIPS

- Send this even if the campaign didn't achieve its goal - storytellers deserve to know either way.
- Make opting out of future use as easy and judgment-free as opting in was.

EXAMPLE OUTPUT

A personalized thank-you and debrief message offering storytellers an easy opt-out.

WHAT'S NEXT

Run the next prompt in this chapter.

Write the advocacy communications playbook

PURPOSE

Document the repeatable process so the whole team can run future campaigns consistently.

WHEN TO USE IT

Use once you've run at least one full campaign cycle and want to standardize the approach.

COPY & PASTE PROMPT

Write a one-page advocacy communications playbook summarizing our process: consent and intake steps, narrative drafting and fact-checking steps, press and public content production, testimony and public comment preparation, coalition coordination, and impact tracking. For each stage note who's responsible, what approval gates exist before anything goes public, and the top risk to watch for (e.g., unverified quotes, expired consent). Format as a clear reference document new team members can follow.

PRO TIPS

- Put the consent and fact-checking approval gates in bold so they're never skipped under deadline pressure.
- Update the playbook after every campaign with what you learned, not just once a year.

EXAMPLE OUTPUT

A one-page advocacy communications playbook with approval gates and risk notes.

WHAT'S NEXT

This pack is complete once the playbook is saved and every worksheet is filled in.

WORKSHEETS

Make the system yours

Story Consent Tracker

Track every story collected, its consent scope, and expiration so nothing is used without valid permission.

STORYTELLER NAME

CONSENT DATE

USABLE-FOR CATEGORIES

CONSENT EXPIRATION

REVIEWED FINAL VERSION (Y/N)

WITHDRAWAL STATUS

Story Intake Log

Log each interview conducted, capturing summary and exact quotes rather than paraphrased claims.

STORYTELLER NAME

INTERVIEW DATE

INTERVIEWER

STORY SUMMARY

EXACT QUOTES CAPTURED

SENSITIVE DETAILS FLAGGED

Verified Data Points

Record each data point used publicly along with its source and last verification date.

DATA POINT

SOURCE DOCUMENT

LAST VERIFIED DATE

VERIFIED BY

APPROVED FOR PUBLIC USE (Y/N)

Message House Reference

One-page reference of the campaign's core message, supporting points, and language to avoid.

CENTRAL MESSAGE

SUPPORTING MESSAGE 1

SUPPORTING MESSAGE 2

SUPPORTING MESSAGE 3

PROOF POINTS

WORDS TO AVOID

Press and Media Log

Track outreach to journalists and outlets and the resulting coverage.

OUTLET	REPORTER CONTACT	PITCH DATE	STORY STATUS	PUBLISH DATE	LINK OR NOTES

Testimony and Public Comment Tracker

Track formal submissions into the policy record and their outcomes.

HEARING OR COMMENT PERIOD

SUBMISSION DATE

POSITION TAKEN

SPECIFIC ASK

OUTCOME OR RESPONSE

Coalition Partner Roster

Track coalition partners, their role, and their status on current campaigns.

PARTNER ORGANIZATION

PRIMARY CONTACT

ROLE IN COALITION

SIGN-ON STATUS

NOTES

Campaign Impact Tracker

Track activities and outcomes across a campaign to see what's working and what needs attention.

ACTIVITY TYPE

DATE

POLICY GOAL TAG

KEY MESSAGE USED

OUTCOME OR RESPONSE

FOLLOW-UP NEEDED

WHEN YOU REACH THE LAST PAGE

You have a working system

- [] A consent-first system for collecting and reusing community stories
- [] A verified, plain-language narrative connecting data to lived experience
- [] Press releases, op-eds, and social content built on real approved quotes
- [] Testimony and public comment drafts ready for legislative and regulatory records
- [] A campaign tracking dashboard and playbook your team can reuse for the next campaign

Keep the human accountable. Let the agent make the work repeatable.