

ELEVATING VOICES OF CHANGE



SYSTEMS
CHANGE
PARTNERS
2022-2024

United Way
of Greater Cincinnati

Testing Phase Report

www.uwgc.org

Leads: Mercy Neighborhood Ministries, Cincinnati Works, ULGSO, HER Cincinnati

Implementers: Dearborn Clearing House, GENERATION NOW, IKRON, Lighthouse Youth and Family Services

Champions: Madisonville Mission Ministries, NKCAC

Portfolio:
Equitable Economic Mobility

Concept:

Use grassroots storytelling to advance policy change. These stories can also be used in simulations that help decision makers understand the impact of specific policies.

Hypothesis:

Grassroots stories will arise out of agency partnerships and other prototype groups. Simulations that allow decision makers to feel the impact of their policy decisions can help influence their choices. Creating a framework that can adapt to the needs of different non-profit organizations will be a powerful advocacy tool across multiple issue areas.

Action Plan:

Create the persona and send the personal to participating agencies to find matches. After the stories are acquired, hire a professional storyteller to help tell those stories.

CRITICAL INSIGHTS

- Focusing on specific issue areas (i.e., Benefit Cliff, Affordable Housing) is helpful when deciding who is best to share their stories.
- Creating a "Story Bank" tool can be used to support any organizational scope or policy issue/agenda.

NEXT STEPS

- Make this work visible by creating an example story with the help of "A Pictures Worth" to help highlight the impact of storytelling.
- Have interested partners sign up for our "Story Club" to participate in a training on empathic interviews and help collect stories using the models provided.