

TELLING MY STORY: WRITING A NEEDS STATEMENT

Use the boxes below to help shape your needs statement as the first part of your story.

- What is the need you would like to address?

- Who will be listening to your pitch? What is important to them? Some data will work across audiences, but at other times, you'll need to tailor your message.

- Which data will you use to describe the need? What are the 1-3 key points you want to make

- What example can you give of someone affected by this need?



- How would you communicate this need in one minute or less? Write what you would say.

