

Action

ACTIVATE MESSAGING + MEASURE IMPACT

This worksheet is designed to help you answer the key questions that you will encounter during the fifth and final phase of your narrative change project:

- **How can you put your narrative interventions into action for field testing?**
- **How will you measure impact?**



Step 1: Plan Your Field Testing

Based on what you learned from your audience persuasion research, you will develop a plan for activating your persuasive messages, stories, and messengers. This will allow you to field test your narrative

Field Testing Opportunities.

What opportunities or channels do you have access to that will enable you to reach your target audience with your persuasive messaging?

- **Social Media.** Which social media platform does your organization use to reach your target audience? Social media can be a good place to run an A/B test.
- **Organizational Communications.** Can you reach your audience through your organization's email list or newsletter? Email can be a good place to run an A/B test.
- **Op-Ed or Earned Media.** Which publications do your audiences read? Do you want to place an opinion editorial or get your issue covered in the news?
- **Speeches or Public Testimony.** Do you have opportunities to give a speech or public testimony to reach your target audience? Where and when?
- **Train/Educate a Stakeholder Group.** In order to reach your target audience, you may need to first train a group of stakeholders to be the messengers who can carry your persuasive messages into the field. Do you have opportunities to reach your potential messengers? How many training sessions will you provide?
- **Other Channels or Approaches.** What other opportunities or approaches can you use to reach your target audience? What other channels do you have access to?

Field Testing Plan.

After considering your opportunities for field testing, create a detailed plan for where and how you are planning to test your messages with your target audience. Your plan should include the following:

- What words, phrases, messages, and stories will you test?
- Which messengers will be involved?
- When will each activity happen?
- Who will be responsible for each step in the plan?
- Attach new meaning or a new context to an existing narrative?

Step 2: Develop Your Measurement Plan

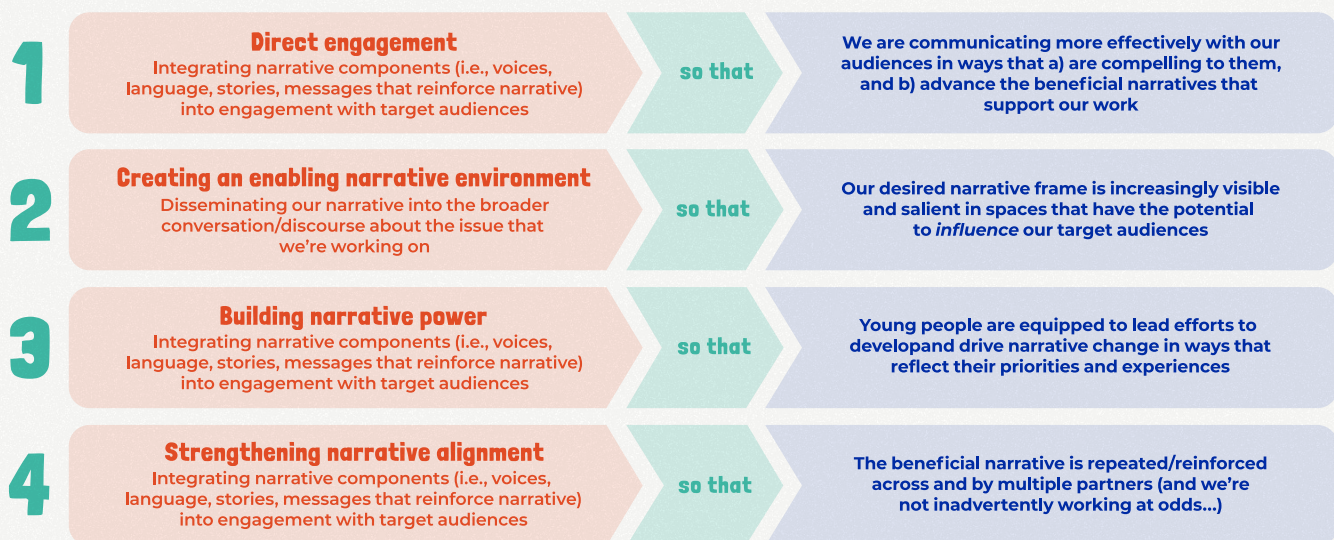
Change Hypothesis.

What role is narrative playing in your work? What do you anticipate might change if your narrative field test is successful in the short-term? What would be different for your target audience?

Organizational Role.

Different organizations play different roles in a narrative ecosystem. What role is your organization best positioned to play in the ecosystem? What change does that enable?

Framework: Narrative as Enabler.



Outcomes and Indicators.

What are the most relevant outcomes and indicators that you would hope to see as a result of your organization's narrative intervention? This is what you will use to measure as the impact of your field test. Refer to the Narrative Change: Outcomes & Indicators tool to help you answer this question.

Data Collection.

What data can you collect to track progress towards your indicators? What methods will you use to gather that data? For example, will you run an A/B test, conduct interviews, administer a survey, or monitor news coverage in the media? Create a detailed plan for who will collect the data, when it will be collected, and who will analyze the data.

Step 3: Analyze Your Results

Analyzing Results.

After you implement your field test and collect data to measure progress against your outcomes, analyze the results. What impacts, if any, were you able to observe?

Documentation.

Create a report or presentation that documents what you implemented in your field test, what narrative change outcomes and indicators you measured, your measurement methodology, and the results (with proof points). Depending on the field test you implemented and the type of data you collected, your proof points might consist of a quote with attribution, a side-by-side comparison of two messages from an A/B test, statistical data from a pre- and post- survey, or an analysis of news coverage on your issue.

Step 4: Refine and Reflect

Refine and Iterate.

Based on what you learned from your field test, what refinements would you make to your narrative interventions? What might you modify about your narrative framework? What might you change about your specific messages or messengers? Where else do you want to field test your narrative interventions?

Reflect and Plan.

Looking back at your original change goal and your hypothesis about the narrative shift you wanted to make, what progress have you made? What will you try next? Where else will you deploy your messages to reach your audience? What future audience or messaging research will you consider?