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co-wonders



Cofinanciado por
la Unión Europea

your story

DO IT
YOURSELF
booklet



nuraghi SUPPORT

your story
DO IT
YOURSELF
booklet

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was a project by Wonderers Collective on how to tell powerful stories and increase the social impact of local youth work projects.

As an outcome of Nuraghi, we would like to bring our tools to other organisations or interested people.

This document showcases the process how you can create your own booklet and reach the outcomes on:

- **Mapping:** what you already have
- **Visual:** pathway to your logo design
- **Storytelling:** writing a story you want to tell
- **Strategic communication:** deciding what do you want to communicate
- **Shaping:** how you share about what you do

MAPPING:
what you already
have

This is the pre-work part which aims to define what you already have and know about your association or your next project. Mapping can support your journey and guide the collaborative work with your team.

No need to write long, sophisticated answers. Be clear, lean, to the point and short.

The basics of your project / association

Project / Association name:

What does the name say?

What do you create and share with the world?

The story

What is the story of your project?
(What brought you to the current moment?)

Why do you do what you do?
(What drives you? What do you care about?)

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Your goal

How do you want to change the lives of the people who come across your project?

How does your project impact the world?

In what way does your project make the world a better, fairer place?

(How is the world different because your project exists?)

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VISUAL:
pathway to your
logo design

Creating a logo is a process of finding a visual representation for your association or project. Steps which could help in this process:

Collage of dreams / moodboard

Make a collage from magazines, papers, drawings, writing (no fear to use mix techniques) which would answer to those questions:

- What do I want to do and why?
- How would I like to do it?
- What is an action that I can take today?
- What are my feelings around this process?
- When I think about my project, what do I feel, smell, hear, taste, and see?

[your collage space]

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[your collection space]

Inspiring images

*Any images, pictures, drawings
which resonate with your
association/project?*

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[your sketch space]

Sketches

Space to define the visual concept you have in your mind about your project (it can be symbols, shapes you identify with, your references, brands, other projects).

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[your colours space]

Colours palette

*Which colours resonate with
your association/project?*

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STORY
telling:
**writing a story you
want to tell**

A few steps you can follow to write a story of your association/project which you would like to tell to the world.

Stories which shaped us

Think of a story that impacted you in your past. It can be a book, a fairy tale, a myth, a movie, a story a family member used to tell you – anything that stayed with you. Write down:

- What was the story about?
- What emotions awakened in you?
- Why do you think you connected with it?
- Can you see a connection between that story and your association/project idea?

[the story which shaped you]

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Ideas for telling your story

[your story in a nutshell]

A story in a nutshell

To tell your association/project story you can follow a structure of: a character with a problem meets the guide who gives them a plan and calls them to action that ends in success or helps them to avoid failure (inspired by D. Miller).

Follow the 7 elements below and write a story about your association/project.

1. A character

(who is the main character (your target audience?))

2. with a problem

(what problem are they facing?)

3. meets a guide

(how does your org act as a guide?)

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[your story in a nutshell]

4. who gives them a plan

(what plan do you offer?)

5. and calls them to action

(what action do you call them to take?)

6. that ends in success

(what does success look like?)

7. or helps them to avoid failure

(what failure do you help avoid?)

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Ideas for telling your story

[your hero's journey]

Hero's journey:

This story template requires to identify "a hero" (one person from your target group) which goes through 3 acts:

Act I: Exposition – ordinary world.
The hero begins in their everyday environment, daily life, and routines. Everything seems normal, but there is a sense of discomfort or dissatisfaction.

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Ideas for telling your story

[your hero's journey]

Hero's journey:

Act II: Rise and crisis – call to adventure. The hero faces a problem that pushes them out of their comfort zone. Conflict is revealed. Time to decide: change or not.

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Ideas for telling your story

[your hero's journey]

Hero's journey:

Act III: Climax and resolution. The hero confronts their desires and understands their needs to achieve their goal. To succeed, the hero needs a guide. Transformation occurs, and a new situation arises.

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Ideas for telling your story

[your golden circle]

The golden circle - Start with WHY.

This structure helps us understand why we do what we do. It also helps us communicate with empathy and seek synergies with other organisations that share the same purpose but have different whats.

Why - Purpose

- What is your purpose, cause, or belief?
- Why does your project/organisation exist?
- Why should anyone care?

[your golden circle]

How - Method

- How do you do what you do?
- How is it different?

What - Services

- What do you do?

The **WHY** is the reason to follow or get involved, and the WHATs are the tangible proof of that belief.

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Ideas for telling your story

[your story around a conflict]

Conflict as an opportunity

Tell your association/project story linked to conflict transformation and conflict as an essential part of story development. You can follow one of those ideas:

- Challenge · Response · Change
- Before · Conflict · After
- Problem · Insight · New Path

STRATEGIC COMMUNICATION: deciding what you want to communicate

Strategic communication is about consistently and persistently saying the right thing, to the right people, at the right time, to mobilize social power and advance your narrative, so you can accomplish short-term objectives and long-term victories.

Here are the steps to follow to create your own strategic communication:

Elements of a strategic communication:

- **Organisation goal**
A short summary of what you want to achieve.
- **Communications objectives**
2–4 short, sharp objectives that are ideally measurable.
- **Audience(s)**
Who do you need to reach? What do they read?
- **Message(s)**
*What is your specific message for each audience?
What do you want them to remember?
Try to set no more than 3 ideas.*
- **Tactics**
Press conference, video, photo release, feature story, digital/social media, PR, journalist outreach.
- **Resources**
If limited, what are the 1–2 most strategic comms outputs you want to deliver? Why?
- **Timeline**
External moments (what are your audience looking for?) + Creating your own moments.
- **Analysis**
How did it go? What did you learn? What does it mean for future work?

[your strategic communication]

- **goal**
- **objectives**
- **audience(s)**
- **message(s)**
- **tactics**
- **resources**
- **timeline**
- **analysis**

Strategic communication

Theory of Change

A Theory of Change is a map of how we believe our activities lead to the outcomes and changes we want to see. This process helps you to understand your project and its impact. These are the steps to understand **what** will happen in your project, **why** it will happen and **how** it will happen.

Ask yourself: If we launch an idea into the world, what will change in 5 years?

The core of a ToC

Because [rationale], **if** [cause], **then** [outcome].

Example:

Because mental health is still a taboo in our rural community,
if we create safe spaces and peer-to-peer workshops,
then young people will feel less isolated and more confident to seek help.

Strategic communication

From theory to practise

Think and write down your:

- **Activities** (strategies)
What are we doing exactly?
- **Outputs** (direct results)
What tangible results are we delivering?
- **Outcomes** (short- and medium-term changes)
What will be different?
- **Impact** - your long-term vision.
- **Assumptions** - What do we believe has to be true for this step to happen?

Try to make connections between:

Activity -> Outcome

Outcome -> Impact

IMPACT

(write down here what impact do you want)



Add on this timeline your activities, outputs and outcomes. From the first step until you reach your desired impact.

YOU ARE HERE

[Ready to share]

Your ToC message

Because

if

then

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SHAPING:

how you share about what you do

Your story of the association/project has a first draft. How to share with others what you do? And with whom to share it first? Check those steps which may support.

Importance of surroundings

What are your thoughts about Jim Roh's quote: "You are the average of the five people you spend the most time with"? And who would be the five people with whom you would like to spend most time around your project? To identify your list - follow the canva on "coffee with cracks" by co.wonders. Use this space to identify people who can support your association/project idea and with whom you would like to share about it and ask for feedback.

[your grid to add your contacts]

attitudes

| | | |
|--|--|--|
| | | |
| | | |

skills

Shaping

[your space for 6-word-story]

6-word-story

Write the story of your project following the 6-words-rule (you can use only 6 words).

For more instructions check [canva 6-word-rule](#) by [co.wonders](#).

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Shaping

[your space for feedback notes]

Ask for feedback

Tell others about your association/
project and ask them to share:

- What did you hear me saying?
- What do you celebrate in what I shared with you?
- What would you improve?
- What are you confused about?
- What is missing?

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EXTRA, EXTRA: you are not alone

We know what it means to start this important process for your association or project, and the 100 questions that come with it.

Where do we start? Are we ready? Is this good enough?

Many associations start this adventure, but end up lost in a labyrinth of doubts unsure where to go next. And here is where we come!

We will work with you hand in hand to make your project reach the next level.

Communication is not just words, it's action. And we'll take it together!

Co.Wonders has been supporting associations since 2022.

We have people in house ready to start with your: Visual identity and logo creation.

So you can shine.

Storytelling and narrative work.

Making your story clear and coherent.

Strategic communication.

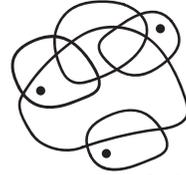
Designing a way to reach wider audiences.

Pitching and presentation support.

For funders, partners, or communities.

If this booklet made you have questions, ideas, or the willingness to build something that will impact the world, we're here to help. We are open for a 🗨️ talk , a workshop or a nice chat about your space.

✉️ Contact us! www.wonderers.eu



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NURAGHI is a project on communication, community and weaving stories aimed at supporting NGOs with tools to keep developing their work in a more impactful way. This initiative was designed by Co.Wonders and funded by the Erasmus+ Programme of the European Union (KA153 - Nuraghi). The European Commission is not responsible for the content.

This booklet was done by Agata, Mery, Eukene and Jorge with 



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