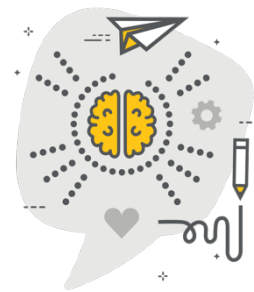# Telling the Story of Your ATE Project:
Communicating Impact with Purpose

Workshop at the ATE PI Conference | October 29, 2025

Activity 1: **Name Your Audiences**

1. Who are important audiences for ATE projects? Brainstorm with a small group at your table.

ATE Audience Potential Audiences

☐ _____   ☐ _____

☐ _____   ☐ _____

☐ _____   ☐ _____

☐ _____   ☐ _____

☐ _____   ☐ _____

2. Who are important audiences for _your_ ATE project? What do they care about and why would your project matter to them? Identify why you them the information and what you're asking them to do because of it. Identify at least 1 primary and 1 secondary audience.

Audience Groups for Your ATE Project

Audience	What do they care about?	Why would your project matter to them?	What are you asking them to do because of it?

3. Pick **one audience** from your list above. Write down 2–3 outcomes or impacts from your ATE project that matter most for them. This could be a data point from your evaluation, a summary statement from your annual report, or something you plan to do in the future. Ensure the messages align with what your audience would care about and what you're asking them to do because of the information.

Chosen Audience: _____

- Impact #1: _____

  _____

  _____

- Impact #2: _____

  _____

  _____

- Impact #3 (optional): _____

  _____

  _____

Activity 3: **Draft Your Core Message**

A core message is the central idea or takeaway you want your audience to remember about your program, initiative, or organization. It clearly communicates what you do, who benefits, and why it matters—in a concise, audience-friendly way.

A strong core message:

- Captures the essence of your work in a few sentences.
- Focuses on impact rather than activities.
- Uses plain, relatable language that resonates with diverse audiences.

Fill in the formula below to begin drafting a core message for your ATE project.

Core Message Draft #1

Our project _____
[did/created/introduced specific activity or resource]

to address _____.
[the problem or need]

As a result, _____ _____.
[participants/group]   [experienced this change, gained this skill, or achieved this result]

This matters because _____.
[why it's important or what difference it makes]

The impact reaches _____, helping _____.
[who or how many it affects]   [who ultimately benefits and in what way]

Optional: Refine your core message in a way that uses language, structure, and persuasion specific to your project and audience.

Core Message Draft #2 (Refined):

_____

_____

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Activity 4: **Get An Outside Perspective**

Exchange your draft with a partner or small group. Use these questions to guide feedback:

- ☐ Is the language clear and free of jargon?
- ☐ Does it highlight what matters most to the chosen audience?
- ☐ Is the impact or significance obvious?
- ☐ Is it engaging/compelling?

Notes from feedback:

_____

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Activity 5: **Refine Your Core Message**

Incorporate feedback and revise your statement.

Core Message Draft #3 (Revised):

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Activity 6: **Reframing for Another Audience (Optional)**

Reframe your impact statement for a different audience from Step 1.

New Audience: _____

Revised Core Message:

_____

_____

_____

_____

_____

Reflection & Next Steps

One takeaway from today:

_____

_____

One way I'll use my core message:

_____

_____