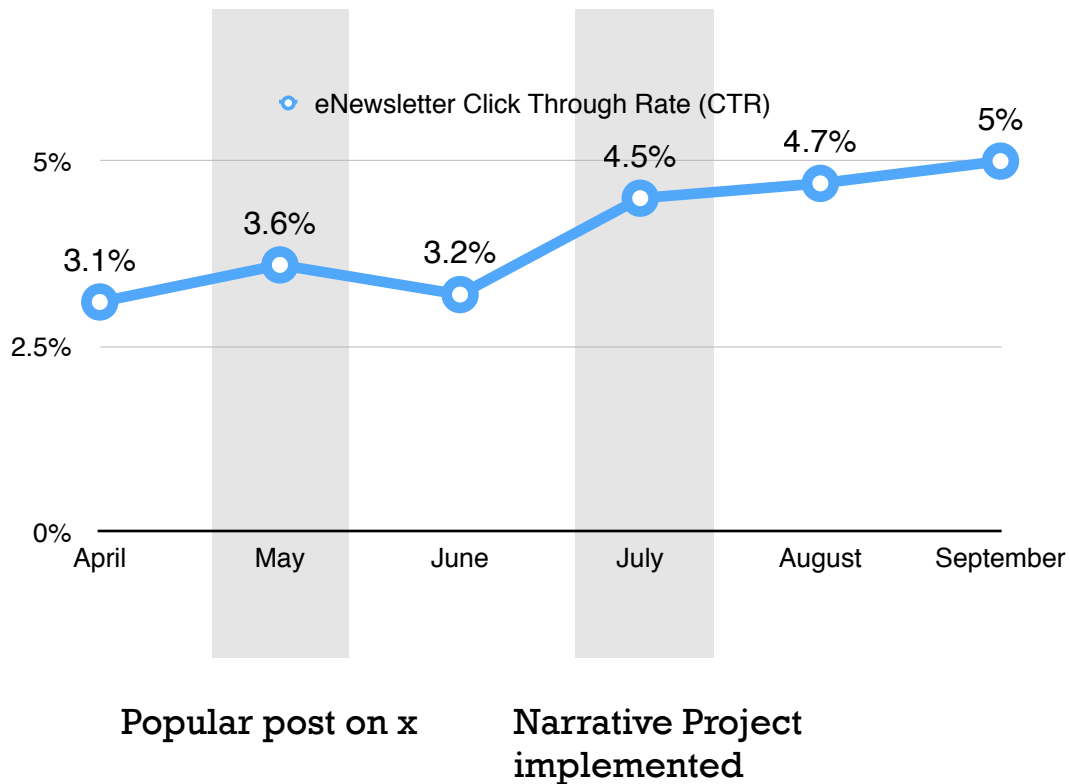


# A. TRACK CHANGE OVER TIME

## EXAMPLE: ENEWSLETTER

Partner organizations would create a simple Excel or other spreadsheet-derived chart tracking change over time for indicators such as **membership, eNewsletter click through rates, average Facebook shares per post, etc.** If partners are uncomfortable sharing actual data they can report against an index where the starting point is 0 or 100, and just show percentage change. Ideally the reporting period should include comparison to at least one similar campaign or go back far enough to provide a rough baseline. Any factors such as campaigns should be noted.



## B. A/B TESTING

This is just an example. Please describe the test, the elements tested, and the conversion or click through rate (including a description of what conversion was being tested)

Description	Conversion Rate
Banner ad using language "xxxx" with an image of y	1.34%
Banner using Narrative Project language "xxxx" with an image of y	2.78%

# C. SELF REPORTING INDIVIDUAL COMMUNICATION MATERIALS

Simple Google Form. The form draft can be accessed at: <http://goo.gl/forms/0iv1oszsPH>

## InterAction Narrative Project Partner Form

This form is intended to capture practical insights on the effectiveness of the Narrative Project framing in media and communications.

\* Required

Is this being entered by the partner or by InterAction? \*

- Partner  
 InterAction

Organization name \*

Media type \*

Please select the type of media or campaign you are reporting on

- eNewsletter - General  
 eNewsletter - Fundraising  
 Direct mail  
 Video  
 Blog post  
 Social media post  
 General Insight  
 Other:

Campaign or post date, if applicable

How has this media or campaign performed? \*

1 2 3 4 5

Much worse than usual      Much better than usual

Please describe the impact of this media, campaign, or strategy: \*

Please include how it has performed above or below a baseline. For example: This eNewsletter campaign used the Narrative Project framing. It had a 15% higher open rate and a 8% higher click through rate than our average for the quarter.

Please paste a link to the campaign material if possible.

This could be a screen shot of the material uploaded to Google Drive, Dropbox, or a similar sharing service.