



PR Story Mining Guide

Uncover your organization's best stories to boost visibility, expand influence, and inspire action.



A Quick Note Before You Start

Every organization has meaningful stories to share. They're the heartbeat of your work, connecting people to your mission and reminding them why it matters.

You know how powerful these stories are - they build understanding, strengthen trust, and remind your audiences why your work matters. Yet maintaining a steady rhythm of storytelling and continuously uncovering fresh narratives to share across channels can feel challenging. This guide is here to make that part easier, helping you find new stories consistently and keep your connection with audiences strong.

Grab a notebook (or open a doc) and jot down ideas as you go. Don't overthink it. Small wins and real moments often turn into your most powerful PR opportunities.

Where to Look for Stories

You'll find compelling stories in five key areas within your organization. Use the questions below to spark ideas, surface examples, and start building your story bank.

#1 PEOPLE + IMPACT

Stories that bring your mission to life

- Who has been positively affected by your work lately?
- Is there a participant, client, or customer who's had a meaningful transformation or success?
- Has a staff member, volunteer, or partner done something inspiring or unexpected?
- What small win represents a bigger impact?

#2 PROGRAMS + INNOVATION

Examples that show progress, creativity, and results

- What's new, improved, or different about your work this year?
- Have you launched a new program, partnership, or initiative that's showing early success?
- Have you solved a challenge in a creative way?
- Is there a project, idea, or outcome others could learn from or replicate?

#3 DATA + INSIGHTS

Insights that reveal patterns, trends, or lessons

- What data points or outcomes help demonstrate your impact?
- Have you noticed any interesting or surprising trends?
- Is there something you've learned recently that might be useful to others in your space?
- Can you connect your data to a larger issue or national conversation?

#4 PARTNERSHIPS + COMMUNITY

Examples that highlight collaboration and shared impact

- Have you teamed up with another organization or company on a project?
- Are there partners, funders, or community members who make your work possible?
- What joint effort has led to a meaningful result or ripple effect?
- Have you celebrated any recent milestones together?

#5 LEADERSHIP + VISION

Narratives that position your leaders as credible and influential voices

- What are your leaders most passionate about right now?
- Are they speaking out about an emerging issue or challenge?
- Have they written or said something that sparked conversation internally or externally?
- What perspective or experience could they share that would add value to your industry or cause?

How to Uncover Narratives Inside Your Organization

Even the best ideas won't surface on their own - you have to make space for them. Here are a few simple, tactical ways to keep strong narratives flowing all year long



Sit in on team meetings

Join program, development, sales, or operations meetings once a month. You'll overhear small updates that could become powerful examples.



Create a monthly "story share" email or Slack thread

Ask staff to reply with recent wins, milestones, or memorable moments.



Send a quick survey or Google Form

Include a few prompts from this guide so team members can submit examples anytime.



Ask department leads for one highlight each month

Add it to a shared "story tracker" document so you don't lose momentum.



Check your internal reports

Impact metrics, client feedback, and staff notes are gold mines for content ideas.



Follow your team on social media

Staff often share personal or behind-the-scenes moments that could spark PR-worthy opportunities.



Host a quarterly story roundtable

Gather colleagues from different teams to share updates and brainstorm together - cross-department conversations often reveal your strongest material.

Pro tip: Story mining doesn't have to be a big lift. The more consistently you look for ideas, the easier it becomes to spot them in real time.

Bonus: Turn It Into a Media Pitch

Once you've surfaced a few ideas, use these simple filters to see which ones might have media potential:

- ✓ Is it **timely** - connected to a recent event, milestone, or trend?
- ✓ Does it **show leadership or innovation** in your space?
- ✓ Does it **illustrate impact** through real people, outcomes, or insights?
- ✓ Would it **spark curiosity** outside your organization (e.g., would a reporter or podcast host find it interesting)?

If your example checks at least two or three of these boxes, it's worth exploring further - either for a media pitch, blog post, newsletter, social post, or speaking opportunity.

A Final Word

You've likely uncovered more stories than expected - proof that your organization has no shortage of powerful narratives to tell. Storytelling turns those moments into lasting visibility and connection that inspire engagement and action.



With more than 20 years of experience helping purpose-driven organizations share their stories, I've seen how consistent, intentional storytelling helps organizations grow their reach, deepen relationships, and sustain long-term impact.

If you'd like to talk through your ideas or get feedback on which ones might make the best PR angles, reach out - rhiannon@orapin.co. I'm happy to help you think it through.