HOW TO SHARE YOUR STORIES?

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Why should I write a success story?

- Opportunity to share your story and showcase your project's accomplishments.

- A concise way to share important technical and programmatic knowledge.

- Requirement from funders.

- Potential lead to additional funding, partnerships and knowledge sharing.

- Show positive impact of your work on people's lives.

Tips on writing success stories

Keep your story interesting and concise (300-500 words)

- Length : Write a short (up to 10 words), attention-grabbing title.

- Context: Open with an anecdote that sets a scene, describes a place or tells a story..

Simplify for your audience

- Use straightforward, not overly technical, language. Explain technical or academic terms.

Tips on writing success stories

State the issue, problem or challenge being addressed.

- A few questions to help guide you: what was the problem/challenge? What was your role in helping addressing the problem/challenge?

Explain the significance of the success

- Include a paragraph that tells why this success story is so important. Answer the question, "Why does this matter?"

- Avoid mentioning failures except in cases where they have been solved.

Tips on writing success stories

Highlight beneficiaries

- Show who has benefited from our work and provide details that explain how.

Use quotations

- Informative, meaningful quotations from program beneficiaries, third-party partners and funders or grantee's staff can bring a story to life. Paraphrase less interesting quotations or omit them if they do not add any interesting details.

Tips on writing success stories

Submit a high-resolution photograph with a caption and photo credit if you have one.

- Photos of the people you discuss with and places visited can strengthen your story.

- Note: You must have written consent from any person you photograph, using FHI 360's photo release form.

Share your story!

- Your project's story will possibly be chosen and shared to our funder - USAID

- Your project's story will possibly be chosen and posted on FHI360.org, send the link to your colleagues within and outside of FHI 360

- When appropriate, we will promote your story post through USAID-CSS funded project and FHI 360's social media channels. We encourage you to do the same through your organization social media accounts.