

# Writing Success Stories

Success stories show impact on people – something positive that occurred as a result of Extension’s educational program efforts.

## Success stories should be:

Brief	Descriptive
Concise	Informative
Focused	Show Impact

## Success stories should contain these elements:

- Description of the situation that makes this an issue for your community (problem)
- Actions taken (the educational program response)
- Those involved (participants, partners, target audience, etc.)
- Impact or outcomes (expressed with testimony statements, impact on financial circumstances, savings to the taxpayer, skills learned or practices adopted)

## Success stories should be stated in terms of:

BENEFITS	to	PEOPLE
( ) Economic		( ) Individuals
( ) Environmental		( ) Families
( ) Societal		( ) Communities

## Success stories should contain complete impact statements:

*More than XXX producers are utilizing at least two management practices for soil management – impacting over 2.45 million*

*acres of farmland. No-till planting and other practices have resulted in 1.9 tons less soil erosion on the acreage.*

*Of the 80 rural isolated youth involved in school-age child care programs, 80 percent demonstrated growth in self-esteem, self-confidence and decision-making skills. Parents report an increased ability to work outside the home since parental stress related to child care situations has been eliminated.*

Here are more impact statements written from three different perspectives. The situation is – “Yesterday, 150 youth and adults spent eight hours picking up five tons of trash from the roadside.” This is an action – not the impact. Here is the impact:

**Economic Impact** – “Following Hurricane Fran, 150 youth and adults donated eight hours each resulting in five tons of trash being removed from the roadside. This effort saved the department of transportation \$12,000 using a labor cost of \$10 per hour.”

**Societal Impact** – “Following Hurricane Fran, 150 youth and adults donated eight hours each resulting in five tons of trash being removed from the roadside. Participants surveyed said that they were now more willing to help their neighbors than before the program.”

**Environmental Impact** – “Following Hurricane Fran, 150 youth and adults donated eight hours each resulting in five tons of trash being removed from the roadside. Participants, upon seeing the devastation, said they were likely to support the controversial land use planning document currently being discussed.”

**Write a sample success story highlighting results of this program:**

**Remember to include:**

- Description of the situation (problem)
- Actions taken (the educational program response)
- Who was involved (participants, partners, target audience, etc.)
- Impacts or outcomes (may be expressed in testimony statements, financial impacts, savings to the taxpayer, skills learned or practices adopted)

**Check list:** Is this stated in terms of:

<b>BENEFITS</b>	<b>to</b>	<b>PEOPLE</b>
<input type="checkbox"/> <b>Economic</b>		<input type="checkbox"/> <b>Individuals</b>
<input type="checkbox"/> <b>Environmental</b>		<input type="checkbox"/> <b>Families</b>
<input type="checkbox"/> <b>Societal</b>		<input type="checkbox"/> <b>Communities</b>