



## Template for the preparation of a Success Story for CSOs in Western Balkans and Turkey

A success story should indicate the difference a civil society organisation (CSO), is making to a community, group of people, marginalised members of the society etc.

More than a list of events or activities, it should describe the positive change and should show how that change benefits the members of that particular community and in what ways. Success stories are used as vehicles for celebrating achievements, sharing challenges, and communicating lessons learned. They are an effective means to move beyond the numbers and connect to readers with a cause they can relate to and want to join.

The Success story should have the following sections and elements:

### 1. **Headline**

The headline should be simple, jargon free, and enthuse the audience with the impact made. It should summarise the story concisely and include action verbs that bring the story to life. Headline example could be: "15 local CSOs in (name of city and country) learn to use video conferencing tools and utilise them in their community"

### 2. **Body of the Story**

#### 1. **The first paragraph**

The first paragraphs should showcase the challenge encountered and a description on need for the support given by the CSO with a context of the setting for the community/individual/marginalised group the support is offered.

#### 2. **The second paragraph**

After the first paragraph, a second paragraph should describe the human interest, provide information on the background situation that led to the action taken, the actions that were taken, and the result. What changed for the person or community? What was learned? In this part, the CSOs representatives should quote the beneficiaries (if possible 2 -3 persons) as offering their information and providing the given support which has made a difference to their lives in the current Coronavirus/Covid-19 situation. An emotional appeal should be considered when getting the quotations from the beneficiaries and relate that the work of CSOs. The change that has taken place should provide also the timing it took to undertake and specify that was done in the lesser possible cost with the largest possible impact.

#### 3. **The third paragraph**

The third paragraph should contain information on the CSO, history on working on the matter that is being referred to in the Story at that particular community or any other community. The story should highlight also if there was a cooperation with local authorities, state authorities, international organisations etc. At the same time, provide information about the funding support (esp. if this has been received from the EU) and for what areas of work.

#### 4. **The use of photos:**

Every story should have photos (4-5 photos). Photos bring a story to life. The photo should be colourful, depict action, capture people's attention, and feature prominently, with clear visible aspects of beneficiaries. Make sure that the photo is copyright free.