



Instructions for the development of a Success story

The development of each success story needs to have a good content and certain formatting requirements which would make it possible to be published on the EU TACSO 3 website.

Below are instructions for content developing and formatting standards that must be considered while developing a success story.

1. Content Instructions

- The story should showcase a sustainable change that is taking place and is making the lives of that community better.
- The story should be able to generate emotional/personal connections with the audience.
- While preparing the success story draft content avoid acronyms. Develop the story described in real words.
- The story should indicate a quantitative indication (e.g. number of) that could be people benefitting, life essentials provided, tools developed, programmes organised, etc..
- Never use money as a value to showcase the work done.
- Try to use simple language that everyone understands in the story.
- The story should be written in a way that communicates progress.
- In order to bring it to life the story should use personal narrative.
- The stories should be short (¼ of an A4 to a maximum of 1 full A4 paper size in content).
- The stories should include real people voices that illustrate how the project has improved people's lives or made the difference.
 - If possible, stories must contain beneficiary/beneficiaries' quotes.
 - They should be developed not as a mere programme description, but a real-life example of the CSO's good work and programme through the eyes of the people affected by them.
- Character limit: keep the stories long only using between 3000-3500 characters, including spaces.
- It should contain professional photos. If a photographer is used, include the photographer's name for the photo.
- The photo should be colourful, depict action, capture people's attention, and feature characters prominently. Please attach only a .jpg, png, .bmp, or .gif file with at least 300 dpi (dots per inch) resolution. The photos should be copyright free. ¹

2. Formatting Instructions

- Font Calibri 11 size
- Must be delivered in Office Word version
- Single space within paragraphs, double space between paragraphs
- Alignment Justify
- Bold headers
- Use short sentences and active tense
- Use names, not "this volunteer"
- Avoid bullets, special fonts or features since they may not transfer to the web

¹ The Success Story instructions document is relevant for all CSOs in every setting and conditions.