

# Case Study Guidelines and Tips

Highlighting personal experiences is crucial in raising awareness and building support among public representatives for your groups, projects and initiatives.

- Case studies should be no more than **300 –400 words** and must be **accompanied by an image**.
- See tips on suggested style and structure for your case study below.

## Style/tone:

Ideally your story will focus on one particular example of a young person that has benefitted from your organisation's work and will be told from their perspective. Make it personal (while respecting the subject's privacy) and share some of the little details that really made a difference.

Compare

"Our youth club provides over 60 young people with somewhere to go to meet on Friday afternoons."

With

"I live for Friday afternoons. I go to the youth club every week. I used to be stuck at home, but now I have new friends, Mary and John. We do [xyz] activities, have a cup of tea, and have a great laugh," says 17-year-old Jane.

## Structure:

### 1. Issue(s) you faced

The case study's situation before they got involved with your organisation (*I was broke, homeless and living in shelters*).

### 2. Actions you took

How they got involved with your organisation and how it's helped (*One day, I saw a sign on the shelter notice board offering training courses... I went along for a month and learned lots of new skills*).

### 3. Positive outcomes

Their improved situation now (*I'm now working part time and living in my own flat*).

## Background

What does your organisation do? What are your purpose and aims?

\*Tipsheet above adapted from:

<https://www.bfunded.org.uk/uploads/files/charitycomms.pdf>

<https://fundraising.co.uk/2012/04/10/secret-great-case-study/#.WXtP0uIGm70>

<https://knowhownonprofit.org/how-to/how-to-write-an-engaging-case-study>