Success Story Template for DASH Funded Partners

This template is intended for use by DASH Funded Partners to describe their DASH funded programs/activities. Each section in the template is followed by a self-check, which outlines criteria relevant to that section.

1. **SUCCESS STORY TITLE:**

   SELF-CHECK – Have you:
   - □ Captured the overall message of the story?
   - □ Included an action verb?
   - □ Captured the reader’s attention?

2. **PROBLEM OVERVIEW:**

   SELF-CHECK – Have you:
   - □ Described the problem being addressed and why it’s important?
   - □ Used data to frame the problem, including health burden and economic costs?
   - □ Specified the affected population(s)?
3. Program/Activity Description:

SELF-CHECK – Have you:

☐ Identified who was involved, including your partners?
☐ Described the program/activity that was implemented, including where and when it took place and how it addressed the problem?
☐ Identified the target audience of the program/activity?
☐ Described how the progress of the program/activity is evaluated?
☐ Stated how DASH support contributed to the program/activity?

4. Program/Activity Outcomes:

SELF-CHECK – Have you:

☐ Identified the short-term or intermediate outcomes that demonstrate how the program/activity addressed the problem (e.g., change in policy, use of curriculum, change in school-level practices, establishment of additional funding, etc.)?
☐ Provided a conclusion to the success story that avoids using broad, sweeping statements such as “There was a noticeable increase in healthy eating habits”? 
5. STORY ABSTRACT:


SELF-CHECK – Have you:
☐ Summarized the problem, program/activity, and outcomes?

6. CHECK IF ANY OF THE FOLLOWING ARE BEING SUBMITTED TO COMPLEMENT YOUR STORY:

☐ Testimonials
☐ Quote from Partner/Participant
☐ Sample of Materials Produced
☐ Press Release
☐ Promotional Materials
☐ Photo(s) of Project
☐ Video/Audio Clip
☐ Other (Explain: ______)

7. CONTACT INFORMATION:

Name:                       Name:
Title:                      Title:
Organization:              Organization:
Phone:                      Phone:
E-mail:                     E-mail:

8. DOES DASH HAVE PERMISSION TO SHARE THIS SUCCESS STORY?

☐ Yes          ☐ No

9. DATE STORY SUBMITTED:

10. DASH PROJECT OFFICER:
11. Overall Style Reminders

☐ Keep paragraphs short – no more than 5-6 sentences.
☐ Keep story to no more than two pages.
☐ Stick to the facts. Do not interject an opinion unless you attribute it to someone.
☐ Avoid using passive voice (e.g., “Trainings were provided.”). Use active voice (e.g., “X partner provided Y trainings.”), and be clear about who is doing the action in every sentence.
☐ Include direct quotes if they strengthen the story.
☐ Limit use of acronyms. If you use acronyms, spell them out on first mention.
☐ Use plain language.
☐ Avoid jargon. Readers often skip over terms they don’t understand, hoping to get their meaning from the rest of the sentence.
☐ Keep messages simple and concise.
☐ Avoid broad, sweeping statements (e.g., “There was a noticeable increase in healthy eating habits” or “A significant amount of money was saved”).