

CREATING ENGAGING CASE STUDIES

STORIES THAT COUNT

12 NOVEMBER 2019



superhighways
harnessing technology for community benefit

about Superhighways....

Providing tech support to the sector for 20 years

- Support
- Training
- Consultancy
- Digital inclusion



- E-news sign up

www.superhighways.org.uk/resources/enews



Once upon a time...



“No, no! The adventures first, explanations take such a dreadful time.”

Lewis Carroll



“

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel

”



This session will help you to...

- Identify what makes a good case study
- Start interviewing & use audio tools
- Consider privacy & permissions
- Select digital tools to create / present your stories

And hopefully have some fun too! Look out for this:



“no numbers without stories, no stories without numbers”

Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

three in five donors pay
close attention to impact



87% of funders use evidence of impact
when deciding to give out money



1000 Volunteers



1000 Volunteers



1000 Volunteers

got out of bed on a
Saturday morning.



1000 Volunteers

got out of bed on
a Saturday morning.



See Sarah's Story



Nice
and
Serious

Levels of evidence

Credibility



Basic

Advanced





imgflip.com



The prologue: what comes first?



1. Quick quiz

2. The ideal consent form



Privacy and consent

Quick re-cap...

What questions should we be asking?

What do we need to do?



What's our beneficiary's journey?

[Show and tell: a Best Practice Guide to portraying beneficiaries and service users](#)



Structuring your story: the basics



“Begin at the beginning,” the King said, very gravely, “and go on till you come to the end: then stop.”

[What are the seven story archetypes?](#)
[How can they improve your marketing?](#)



Storytelling essentials



Websites – the heart of your story

Stories



Stories / NTDs

In Ghana, we've beaten trachoma and changed millions of lives

In May 2018, Ghana made history as the first country in sub-Saharan Africa to eliminate trachoma. Here are the life-changing stories



Stories / Eye health

Yaya's story

When Gambian community leader Yaya caught trachoma, he was forced to stop working. After a successful operation, people are happy to have him back.



Stories / Eye health

Mariam's story

Mariam is a Sightsavers trained community directed distributor, who loves her job. She gets to help protect people in her village from the threat of river blindness.



Sophie's story



'I was extremely lucky to find The Children's Society at the time I did. I hate to think of it, but I'd be dead. I was just on the brink of becoming someone who no one could have saved me from.'

Just after her 16th birthday and with difficulties at home, Sophie started going missing and rarely went to school. She met a gang who got her to steal for them, and after police found Sophie with a man they were arresting on suspicion of sexually assaulting women, she was referred to The Children's Society.

Sophie worked with one of our workers who helped her to understand the risks and dangers of going missing. Soon Sophie started going back to school and achieved good grades in her GCSEs.

She is now attending sixth-form college and has stopped going missing from home. Sophie's worker remains in contact with her in case she ever needs further support.



Make your life easy with a template



Tell What Happened

Share a family vacation, success to celebrate, or just something that happened to you.



A Hero's Journey

Tell how a regular person overcame a great challenge.



Show and Tell

Describe something important to you, and why it should matter to your audience.

Pick this one



An Invitation

Get your audience excited about an upcoming event.

Pick this one

Spark Video

Make compelling animated videos—in minutes

Get started now



Bring your story to life

“And what is the use of a book,” thought Alice, “without **pictures** or **conversation**?”



Guess the story



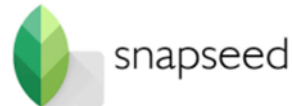


Edit for impact



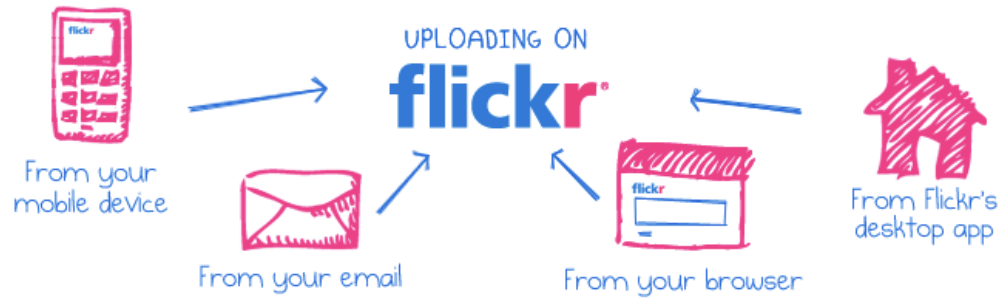
Editing software – e.g. Microsoft Picture Manager, Photoshop express, Picasa, [Ribbet](#).

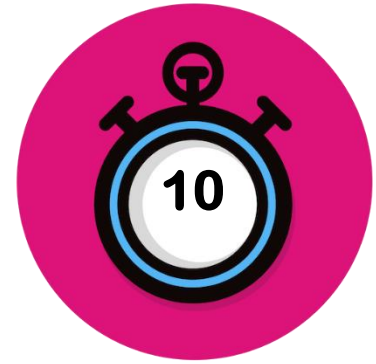
There are also lots of apps...



Build your photo library

flickr™





Why interview?



Looking for the story



Giving people a voice online

Adoption experience of same-sex couple by Steve and Shane



+ Playlist Like Embed

Next

Martin Coles' story: Adoptive father shares experience

Top Posts

'Loved' - Poem by 'Sarah', 11.
by Fostering and Adoption

'Hope' - Poem by 'Sarah', 11.
by Fostering and Adoption

Martin Coles' story: Adoptive father shares experience
by Fostering and Adoption

Share on   

How important is it to tell your story?





Over to you!

And don't worry
about things
being perfect...



Getting great sound



Other practical things to think about...



You don't need feature films...



South London Cares
Like This Page · 8 February

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share

The video shows a group of people in a room, some holding papers and singing. A woman in the foreground is pointing upwards. The video player interface includes a play button, a progress bar, a volume icon, and a settings icon.



5 top tips for writing up your story

- Attention grabbing opening line – change, emotion, intrigue, shock, odd statement?
- It's the little things that count
- Edit quotes but keep meaning
- What's your headline?
Subheadings?

But though an old man, I am but a young gardener



A keen gardener, Mr Andrews enjoyed his home-grown fruit and vegetables. Aged 81, he lived alone in his own home and maintaining his large garden was very important to him.

Useful Docs

- [Stay Well at Home Service Referral Form](#)
- [Stay Well at Home](#)



Turn words into visual quotes

- Pull out key quotes from interviews to stress a point
- Place it with a photo to give it more personal resonance





I'd never used a computer in my whole life but I'd always wanted to get one...

Now I'm happy and it makes me want to do more



Back it up with....infographics

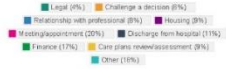
Advocacy First November 2013 - 2014



437 cases supported



Issue Type



Who we helped



65% older people



30% people with physical disabilities



60%



40%

Our achievements



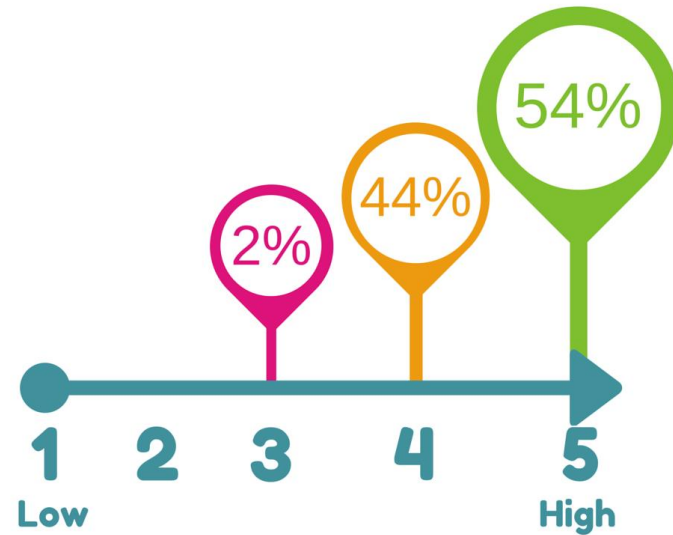
180 hours of advocacy per month



12 of our 20 volunteers are advocates



98% customers happy with our services



Piktochart



easelly

Where do I go from here?

"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where--" said Alice.

"Then it doesn't matter which way you go," said the Cat.



Find 10 ways to share!



Capture
Once
Publish
Everywhere



Final thought...





superhighways

harnessing **technology** for **community** benefit

info@superhighways.org.uk

Tel: 020 8255 8040

www.superhighways.org.uk

