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)?*

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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:

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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").