

## Section 2.3 Activities

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### Activity 2.3.3 Develop Your Success Stories

Previous work, staff development, collaborative efforts, community awards and recognition are important components of your organisation's overall uniqueness (see p47). You need to develop:

- ▶ A method of recording your organisation's success stories
- ▶ Promoting your organisation's success stories to your funders, partners, and the community.

To develop success stories, read the [Centers for Disease Control and Prevention's \*Impact and Value: Telling your Program's Story\*](http://www.cdc.gov/oralhealth/publications/library/pdf/success_story_workbook.pdf) - [http://www.cdc.gov/oralhealth/publications/library/pdf/success\\_story\\_workbook.pdf](http://www.cdc.gov/oralhealth/publications/library/pdf/success_story_workbook.pdf) - and follow the instructions. Consider the questions below to formulate the success stories for your audience's perspective.

**Who is the primary audience(s) for your success story?**

**What is important to them?**

**What do they care about?**

**What type of outcomes will be meaningful to them?**

**How will they use your success story?**

Once you have developed some success stories, develop a promotional plan to highlight your organisation's success (see Activity 2.3.4).