

8

Success Stories

How do I capture great things that happened in my program?

A success story is a brief account of something positive that happened over the course of your program, whether expected or unexpected. These stories can bring your program to life in ways that numbers cannot. Preventionists often have success stories that don't quite fit into the evaluation plan. This section will spotlight these stories.

Here are just a few examples of success stories:

- **Strong enthusiasm** about your program in the community.
- **Individual participants' experience** — if they agree to let you share it and you remove details that would identify them.
- **Requests to learn more** about your program from preventionists in other areas.
- **Greater demand** for programming than you planned for.
- **Media coverage** of the people you serve or of sexual violence prevention work in your area.
- **Unexpected resources** that allowed you to offer expanded programming.
- Nearly **anything else!**

How to write a success story

The best way to come up with success stories is to keep a project log. Jotting down a few sentences once or twice a week will help you write success stories as they arise.

Keep in mind that you are telling a story. Be sure to include a lot of details to make the story come alive. Describe who, what, when, where, how, and the feelings involved.

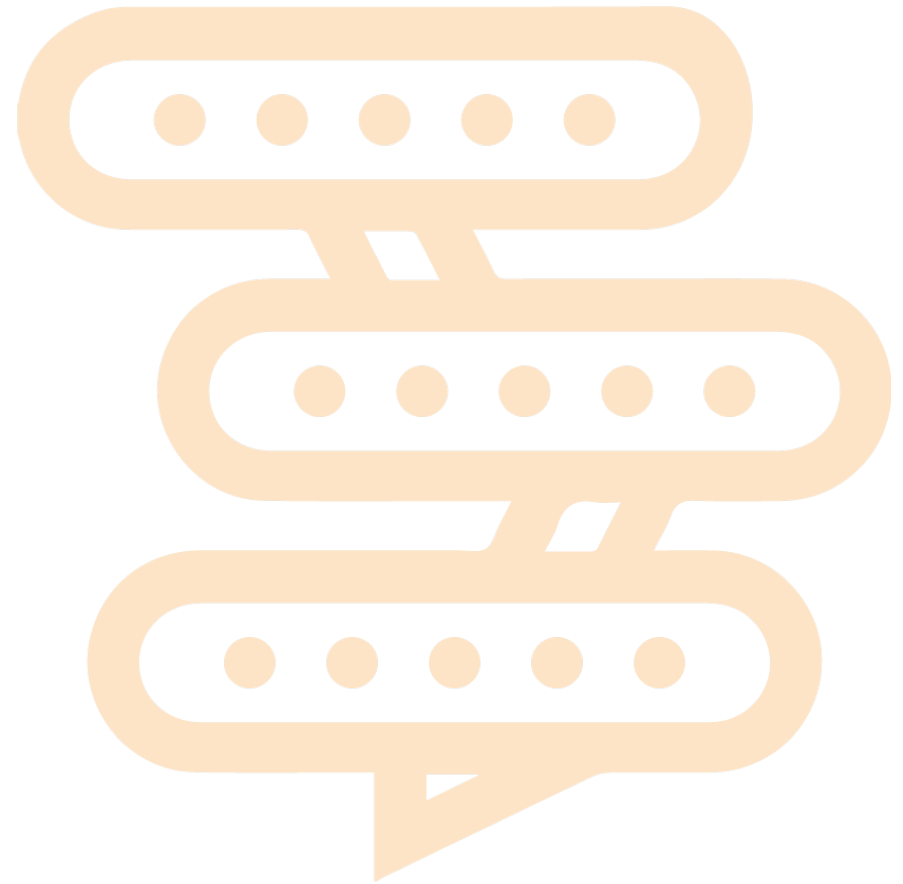


MODULE 8: SUCCESS STORIES EXAMPLE

The Peer Opinion Leader (POL) program to reduce sexual coercion and violence by fraternity brothers has been under way for just two months, since mid-January.

Today, I got a text from Jake, one of the POLs I trained back in January. Jake asked if he could call to talk to me about something. I was concerned he'd run into pushback as he tried to model consent and gender equity for his brothers. But he was actually calling about something completely different.

He proudly and excitedly told me how he'd overheard two of his brothers talking in their common area. When one young man made a misogynistic joke, the other one said, "Whoa, dude, that's not funny! I love you, man — I can't hear you saying that type of thing." Our POL was thrilled to report that some positive changes were already under way at his fraternity.



MODULE 8: SUCCESS STORIES WORKSHEET

Main characters – who was involved?

What happened?

When did it happen?

Where did it happen?

What caused it?

How did you feel? How did others involved say they felt?

What did they say?

What's the take-away message?