Case Study Database

List of Suggested Requirements

* **Headline** 
  + Short, attention grabbing headline
  + 5 to 10 words
* **Content** 
  + 500 to 800 words (1,000 if needed)
  + Structure case studies to tell a real or illustrative story about the impact and results of the program.
    - Include stories about real people involved in the program
    - Opening paragraph should grab the attention of the reader; Follow the inverted pyramid
      * Most newsworthy first (who, what, when, where, why, how)
      * Relevant details
      * Background/general information (about program, agency, etc.)
* **Quotes**
  + If possible include testimonial quotes from those involved in the project – ideally person impacted or influencer involved in the program