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