

Case study

Include the three vital elements

Case studies are all about illustrating the vital change your organisation has made to someone's life. People want to hear the impact of your work. Don't be tempted to use your organisation's 'house style' or 'tone of voice' – keep it real as even changing a few words can shift personality and authenticity. There are three easy to remember elements to a good case study:

The key elements	Content
Before	<p>The person's situation before they got involved with your organisation, for example:</p> <p><i>"I wasn't able to drive after being diagnosed with glaucoma. It was a lonely time because I couldn't go out. There are no buses where I live, and sometimes I wasn't seeing anyone to talk to for weeks at a time..."</i></p>
During	<p>How they got involved with your organisation, what services they use, and how it has helped, for example:</p> <p><i>"It was only when I went for a routine appointment at the eye clinic – I had got a taxi there – that one of the staff told me about A2B CT and gave me a phone number. It took me a while to make the call but I'm glad I did. They encouraged me to go on a trip, picked me up from the door and I had a lovely time! It all started from there, really."</i></p>
After	<p>How their life is different as a result / their improved situation, for example:</p> <p><i>"It's made such a difference to how I feel – I look forward to going out every week, and I've made some good friends. The good care from the drivers means that I don't worry about anything. I wish I'd heard about them sooner – it's a fantastic service!"</i></p>