This guide was created to help you develop a story to highlight your program’s impact. Your story should be no more than 1-2 pages in length. Please organize your story using headers 1-6 provided below (Summary, Challenge, Solution, Results, Sustainability, Testimonials); and ensure that each bullet point is addressed. Keep paragraphs short, and avoid using acronyms and jargon.

Your stories’ audience will be the San Jose Public Library and Foundation staff. Your story may later be shared with partners, decision makers, funders and the broader community.

1 **Summary**
- Immediately convey what was the impact and why the audience should care?
- Include key points about the challenge, solution and results that you want readers to remember.
- Present the most exciting and compelling information!

2 **Challenge**
- Focus on a single issue, describe the issue, and why it is important?
- Use data to describe the issue (e.g. reading and/or math scores, family and/or staff survey findings, professional development/training hours).
- Describe the people who were affected.

3 **Solution**
- Describe the intervention or activity that was implemented.
  - WHERE and WHEN it took place and HOW it addressed the issue?
  - WHO was involved, include your major partners?
  - WHAT approaches or tailored activities were used?

4 **Results**
- Describe and present key outcomes that demonstrate how the intervention or activity had an impact on the people (e.g. What reading and/or math scores changed; What practices/behaviors changed)?
  - Quantify your results and outcomes and discuss implications.

5 **Sustainability**
- Describe how the organization is planning to build on this impact.
- Describe the next goals and steps to continue or enhance the program, and how the program plans to achieve those goals?

6 **Testimonials**
- Include quotes/testimonials and pictures from people who were impacted.
- What sets your program apart from others makes you special/proud?