

Useful Writing Tips



General:

- Keep it short & simple ("K.I.S.S.")
- Use simple/active words, esp. verbs
- Avoid passive voice
- Use the verb "to be" as little as possible
- Be specific (e.g. "six" is better than "several")
- Do not use contractions, except in direct quotations
- Do not use abbreviations or acronyms
- Take into account the "audience" for what you are writing

Success Stories

- Begin at personal level, move to project level, finish at personal level
- Fewer than five forms of verb "to be" in 500-word story
- Include relevant quote (approx. 15 words)
- Highlight result/impact of project (why you chose this story)
- Photo should be in .jpg, .bmp or .gif format minimum 300 dpi or 3 megapixels

P.S. Stories for submission to USG should mention donor, government and partners

Success Stories for Dummies



A ten-step guide

Step One: Identify a special or unusual project achievement

Step Two: Select an individual/community on which to focus

Step Three: Outline the story

Step Four: Conduct an interview & select quote(s)

Step Five: Shoot photos, select best & get permission to use

Step Six: Write headline (maximum 7 words)

Step Seven: Write subheading (maximum 15 words)

Step Eight: Write caption to explain photo (max. 25 words)

Step Nine: WRITE-REWRITE-EDIT-REWRITE(max 500 words)

Step Ten: Test story on a few colleagues

Congratulations!!!

