



Be a Local Child Care Champion

# Customizable Success Story Template

Sharing a success story is your team's opportunity to dig into local child care challenges, offer insights on how and why it's important to address these issues, and highlight the specific work or improvements that your community group has accomplished.

## Getting Started

The first step is to choose a subject that can demonstrate your team's impact on local child care issues. Think of your mission and vision, and ask:

- › What progress have you made toward your group's goals?
- › What strategy or activity best demonstrates that progress?
- › Is there a specific accomplishment that's an exceptional example?
- › Are there before-and-after statistics that you can explore?

Before you settle on a topic, remember that data should play a role in your success story. Do you have the numbers to back your impact? Testimonials from local families or community partners you've collaborated with can add credibility to your story, too.

Below, you'll find a flexible success story outline with prompts that can help share your accomplishments and encourage others to get involved.

## Success Story Outline

### Section 1: Background

Start by painting a picture of your work and your community's child care needs.

- › Why is quality child care important to your community?
- › What are your community group's mission and vision?
- › Is there any other background information that would be helpful?

## Section 2: Challenge

Next, describe the specific child care challenge your group is addressing. Explain the issues currently faced by those you are supporting with your activities. Use local data to help your audience better understand local needs.

- › What barriers does your community face?
- › Who does your strategy support (e.g., child care providers, local families, employers) and why do they need your help?
- › How has the situation changed and what impact has that had?
- › What do the people you serve need? What do they stand to lose?

## Section 3: Approach

Now explain the steps your team has taken to improve the situation.

- › What specific actions did you take and why?
- › Were your activities backed by evidence or proven best practices? If so, share it.
- › How do these actions support your mission and vision?
- › How did you overcome the challenges you described above?
- › Who did you collaborate with?

## Section 4: Outcomes and Takeaways

Wrap up your success story by summarizing the impact your actions have had on your local community. This is also the perfect place to describe how you plan to continue or expand your efforts.

- › How did you improve child care in your community?
- › Which parts of your plan went particularly well? How so?
- › How has the situation improved for the people you served with your efforts?
- › What insights did you gain during the process?
- › What can people learn from these results? How will your success shape your organization's efforts in the future?

## Section 5: Get Involved

Always end your success story with a clear call-to-action for your audience. Encourage them to contact your community group and get involved. You could even ask people to make a specific contribution or attend an upcoming event. Don't forget to direct them to resources where they can learn more.

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