

# Writing an engaging Case Study to embed in your CMHT Impact Report

Case studies are method of conducting research, or demonstrating the impact of a project. For your CMHT Report, a case study can provide emotive context to your project and help showcase it's value to your target community by highlighting your achievements and positive outcomes.

## Basics of Case Study Writing

### STORYTELLING

- A story has essential elements: the hero, the conflict, the journey, and the ending. These matter in all of your marketing – but especially in anonymous case studies. Take the reader on a journey with your case study and include important details such as any set backs that occurred along the way. Finish by explaining what was achieved, and any positive outcomes.

### ANONYMITY

- It's important to protect the identity of the participant in your case study, unless they have given written consent for you include specific details about them. Try not to include any personal information that could reveal their identity, and it's good practice to use a pseudonym rather than the participant's name.

### EVIDENCE

- Provide supporting evidence to add context to your case studies. Quantitative data can help support the implied results of your project and show direct improvement from before and after. Feedback quotes from staff members and participants can add depth and emotion to your case study, showcasing your projects importance to your target group.

## Principles of Case Study Writing

The main principles when writing an effective case study are: *Clarity* - the reader must be able to quickly understand the narrative, *Transparency* - reporting must be open and honest, and *Verifiability* - claims about impact must be backed up and evidenced. Below are 6 key areas to focus on:

### Clear Purpose

Why do you exist? What issue are you ultimately trying to tackle? What overall impact do you want to have? What change do you seek? What impact do your key stakeholders want to have?

### Defined Aims

What are your specific short and long-term aims? How does achieving these aims help you achieve your overall purpose/impact?

### Coherent Activities

What activities do you carry out to achieve your aims? What resources do you use to make these activities happen? What are the outputs of these activities?

### Demonstrated Results

What outcomes/impact are you achieving against your aims? What impact are you achieving against the overall change you seek?

### Evidence

How do you know what you are achieving? Do you have relevant, proportionate evidence of your outcomes and impact? Are you sharing evidence to back up the claims you make? Are you seeking feedback?

### Lessons Learned

What are you learning about your work? How are you communicating what you learn? How are you improving and changing from what you learn?

Good impact reporting helps beneficiaries, volunteers, donors, funders and other supporters understand and engage with an organisation. It also helps staff and trustees focus on results and work to achieve their vision.

For any assistance filling in your report please contact Jason

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