IMPACT STORIES GUIDELINE

This guideline helps researchers to write effective and enticing stories that are engaging, comprehensive and appealing not only virtually but intellectually. The purpose of impact stories is to spark rich insights from existing experience we get from projects/engagements to help us understand what has changed and how, and the degree to which the changes can be attributed to learning experiences.

Points to guide

1. What is the challenge
2. How has the challenge been addressed and what are the limitations?
3. What is the new intervention and how is it addressing the challenges differently?
4. What processes are involved i.e community/stakeholder engagements, new research methodology, New policy approach, new technology etc
5. What is the outcome/results? Include numbers where possible.
6. What is the bigger picture?

Introduction; Make it captivating in the first two lines to make people want to read it more. It can be informed of a question or a finding or numbers.

Keep the content of the story to a maximum of 800 words. Make the entry of each paragraph enticing and captivating

Include 2 pictures in the story.

where possible, link contents that have been reference in your story.