

QUICK TIPS FOR QUOTES

Using quotes to bring your story to life



YOU MAY HAVE A SYSTEM FOR LOGGING SURVEY RESPONSES OR LONGER CASE STUDIES, BUT IF YOU DON'T HAVE SOMETHING TO CAPTURE AD HOC QUOTES HERE ARE A FEW QUICK TIPS SO YOU CAN DEMONSTRATE THE BENEFIT OF YOUR WORK IN A COMPELLING WAY.

- Keep full, word for word versions of your quotes stored where relevant staff or volunteers can add to them. You may want to make a table where things like the quote, date, name of the person recording the information and project are recorded. Think about whether you need, or should have the beneficiary name or identifying number next to the quote. **Good record keeping** will help you access quotes when you need to.
- Consider whether you also want **audible recordings**. If so you could record your quotes on a mobile which may have a Voice Memo or Voice Recorder app. Zoom conversations can also be recorded. Depending on your editing ability you may be able to add this to your website. An example of a whole interview can be found here: <https://www.cribsonline.org/unlimited>.
- Check **permissions and confidentiality**. Be very careful to have permissions in place to record and share if you are using the person's name and/or things that could identify them. Err on the side of caution and check your organisation's policies and procedures.
- **Pick out phrases or words**. I'm careful not to change the meaning of what someone is saying and I like to keep enough detail or turn of phrase to make it sound authentic. Use the highlight function in Word to highlight quotes that bring your project to life. This will help you see which quotes are particularly useful. If you keep the full word for word version then you can always pick out other quotes, for example if a funder is interested in a different part of your work.
- When you have done the hard work of gathering your quotes **make the most of sharing them**. Pick and mix from the following:

What charities have to say about Impact in Action:

'Exceptional'

'invaluable to sustaining our organisation'

'local organisations... keeping up with change!'

Create a page of quotes for use at events, for funders, as a page in an Impact Report/Annual Report, a poster in your building etc. Make your page interesting to look at, perhaps using different size fonts or different colours.

Share quotes with staff and volunteers in meetings. They can be massively encouraging and will help remind everyone that they should be recording quotes too.

- ✓ **Make sure whoever does fundraising in your organisation can access the quotes.**

Add quotes periodically to social media like Facebook, Twitter or Instagram.

How about using a quote in your auto signature?

Add to the front page of your Annual Accounts or Trustee Report section.

Pepper quotes throughout your website.

Use quotes in updates to commissioners, funders and individuals.

Where else can you use your quotes?

**'Please get in touch to tell us how you've used these tips!'
K Jefferys**