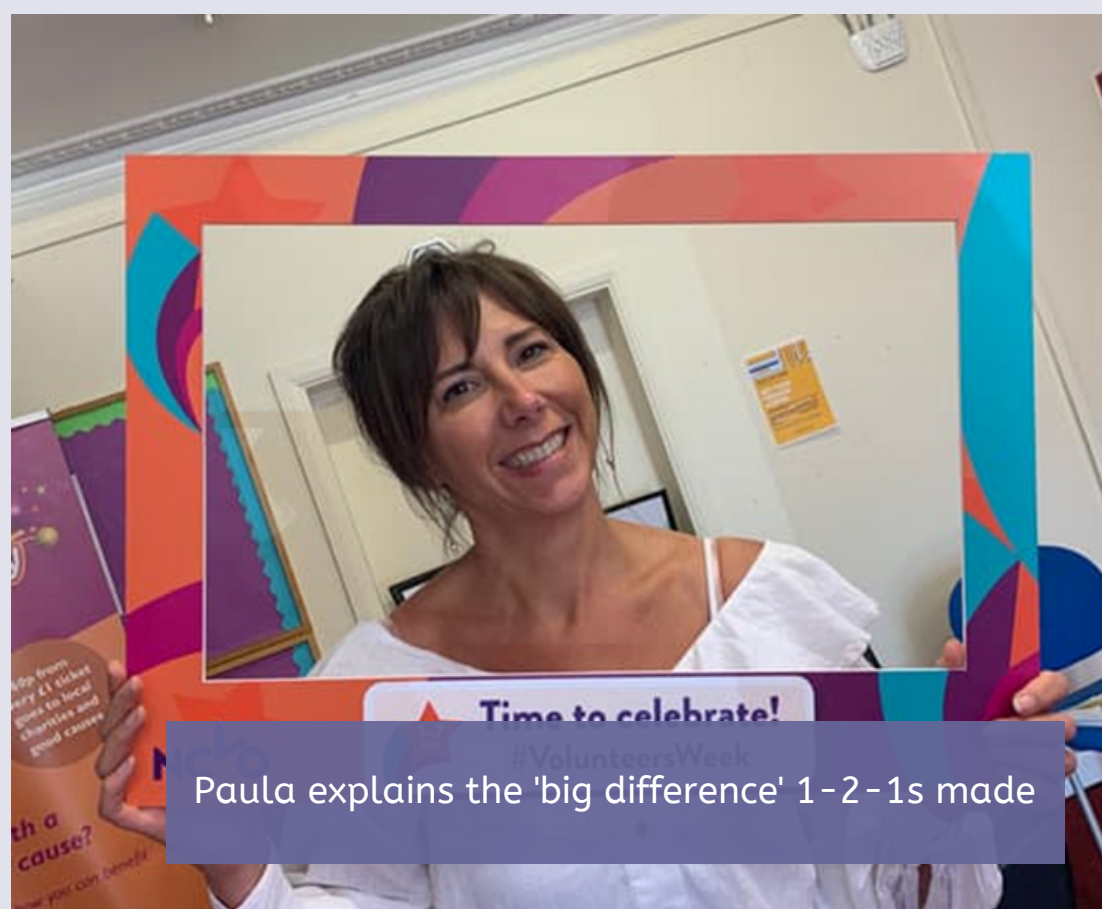


SAMPLE CASE STUDY: 1-2-1S

Tailored support



HERE WE LOOK AT A CASE STUDY TO DRAW OUT SOME ELEMENTS YOU MIGHT LIKE TO USE IN YOUR OWN



Paula explains the 'big difference' 1-2-1s made

Impact in Action's target was to deliver 100 hours of 1-2-1 support over two years. We're pleased to say we smashed that target after just one year and, more importantly, have helped organisations achieve great outcomes around increasing their knowledge, making positive change and improving how they share their impact. Here's one organisation's story.

Great work

Blackfen Community Library has community in its name and at its heart. The work there has been impressive, not only are there over 5,000 members of the library, there are scores of groups that the library partners with to provide support for those of all ages. Over the 2020-21 lockdowns their work adapted to the needs. Over 650 craft bags were handed out to families and 1,000 elderly members were called so they could be supported with getting online or joining a jigsaw loaning service. Feedback suggested that lives were being changed, but after some rejected applications the manager, Paula, thought it worth having another pair of eyes to look over some of the library's applications.

Help with sharing impact...

Paula and the Impact Officer, Karen, met for 1-2-1 support over Zoom and emailed. They discussed things like funder terminology and ways to succinctly evidence the points being made in an application. Paula also joined a Funder Feast session. Karen says:

'On visiting the library it was clear that the space was extremely well used. In one area there was a mum and babies' story time, in another a course and in another the café, plus all the library facilities. There was so much to explain that getting it down on paper needed someone external to summarise the excellent work.'

...was well worth it!

There are no guarantees with any application and Blackfen are still awaiting the results of one of the applications that Karen supported them with, however BVSC were thrilled to hear that Blackfen have been awarded £179,000 over 3 years. Paula says:

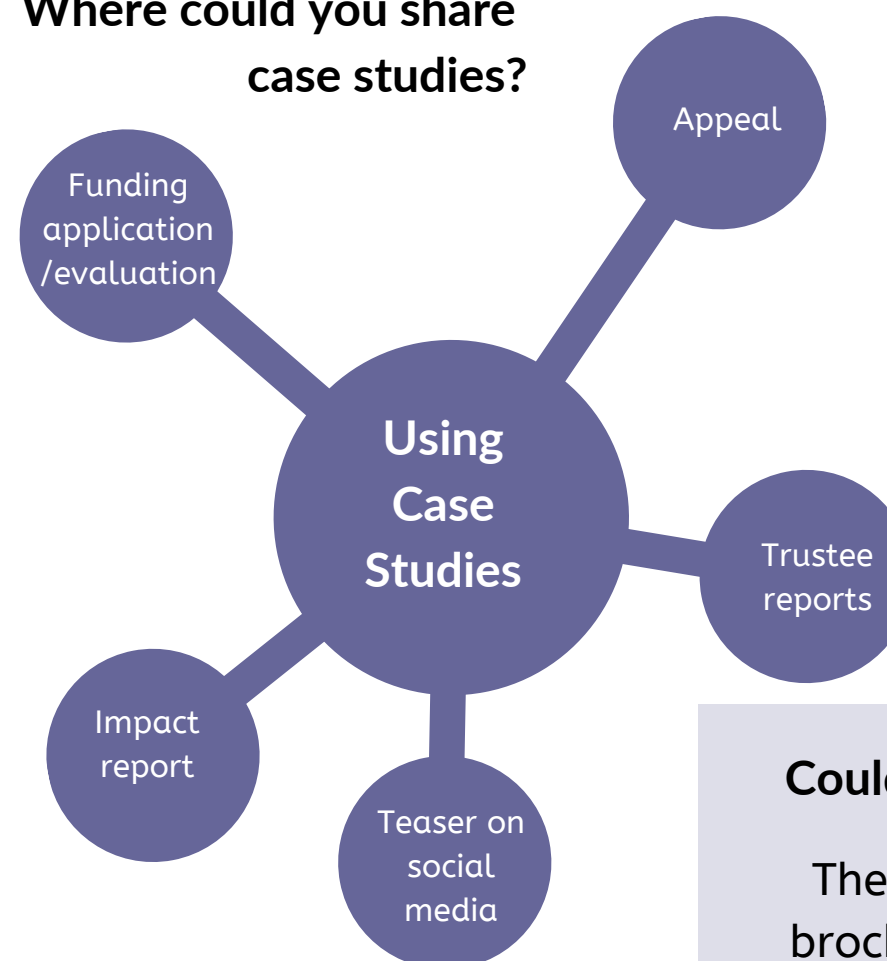
'It's been great to have the support of BVSC in recent funding applications. It has made a big difference to the outcome. Karen has been really helpful in giving great pointers, ideas for improvement and directed me to good links for things like data and local stats too.'

Photos can be used to draw attention to the article. You might want to show a transformation, eg an area that had lots of fly tipping before and then when it has been cleared. Labelling the picture can provide a soundbite of text.

Headers get the main points across and break up text.

Remember the terms quantitative (numbers) and qualitative (words) data from the '7 Impact for Funding sessions'? The use of statistics and quotes provides a mixture of evidence types.

Where could you share case studies?



The example is quite a long case study that might appear on a website, blog or magazine. The length may need to be adapted to the media and audience, but here are some ideas of making the most of your case study when you have written it.

Could 1-2-1s help your team?

The latest Impact in Action brochure has lots of learning opportunities.

Ways to learn

Set training
1-2-1 training
On Demand videos or booklets done at a time to suit you.
Micro-training

A range of subjects

Excel
Trust Fundraising
Monitoring and Evaluation
Design
Digital

Check out the brochure here or contact Karen to discuss

More about Case Studies

One Page Wonder factsheet with tips on writing a case study.

Micro-training (video with questions).

Training on 1st February 2022

Case study template

or, simply contact Karen!

TIP: click on underlined text for links