

## Showcasing Your Success

### Overview

An important part of implementing a new program is finding ways to share your organization's success and build enthusiasm for what is to come. In addition to building excitement for your impending program, the sharing of your organization's success can help to mobilize additional resources, educate decision makers, and garner support from potential partners, funders, and participants.<sup>1</sup>

There are many ways to showcase your organization's success. Below are a few suggestions to help your organization get started.

### Tell Your Story

By nature, human beings are storied individuals who lived storied lives.<sup>2</sup> The use of storytelling to highlight your organization's success is one creative way to share your organization's success. While it is important to collect, analyze, and use quantitative data to inform the decision-making process, it is also important to be able to use qualitative data to tell compelling stories that help people understand what the data mean. Storytelling becomes especially important for demonstrating the effectiveness of a program or intervention and when seeking financial support. Everyone from the key stakeholders to the program staff should be prepared to talk about the program in a way that is easy to remember and understand. Developing a compelling story will allow everyone to talk about the program in a way that is meaningful and fosters connection.

Some other creative examples for using storytelling to share your organization's success include visualizations such as storyboards, slideshows, and narrated videos. Visual stories that can be widely shared on websites, electronic newsletters, and social media sites can be useful in spreading your organization's message and sharing success. As long as you keep your target audience in mind, have fun, be creative, and stylishly share your organization's success!

## **Empower Your Team**

Finding creative ways to share your organization's success can help to promote your organization externally and help to build internal enthusiasm and team morale. Asking staff to share their ideas or to lead in developing external communication can have several benefits to the organization and initiative, including empowered and invested staff, creativity, capacity development, and a team that understands the purpose and impact of your initiative.

## **Involving Your Stakeholders**

Stakeholders are an extremely important part of a program's success. Not only do they provide insightful information based on their individual areas of expertise, but they may also bring unique skills, experiences, and networks. As key stakeholders, they have a shared interest in your initiative's success and a responsibility to work to promote the project's achievements. Working with your stakeholders to develop a specific communication plan that focuses on how they can promote the project's success can help your organization reach new populations and networks. While you certainly do not have to relinquish your communication efforts to your stakeholders, it is important to involve them in the process of creating and shaping the message.

## **Using Social Media**

Social media platforms are more widely used than ever. Making sure you have the appropriate types of social media accounts for your organization and have identified an individual within the organization to manage the account is highly recommended. Since social media has become so popular, many organizations are hiring social media marketing professionals to manage their social media accounts. It is important to keep your social media accounts current by posting regular updates relevant to your program. This would include upcoming programs, events, publications, upcoming initiatives, and pictures of recent events. Being strategic about what the organization shares is important because the purpose is to draw positive attention to the organization. Oversharing content that is not important or directly related to your audience may have the opposite effect and cause your audience to lose interest because they are oversaturated. The goal is to build a community that is interested in your organization and looks forward to hearing about the great work you are doing.

## **Other Ways to Share Your Success**

Below are a few additional ideas to let people know how well your organization is performing and to create enthusiasm for your program:

- Participate in conferences, trainings, or webinars as a speaker;
- Participate in local events (tabling events, volunteer events with your partners, or events which are aligned with your project's goals);

- Develop a newsletter; and
- Start a blog or podcast.

### **Additional Resources:**

Community Toolbox - [Promoting Awareness and Interest through Communications](#)

---

<sup>1</sup> [Impact and Value: Telling Your Program's Story](#)

<sup>2</sup> Clandinin, D. 1990, Narrative Inquiry: Experience and Story in Qualitative Research.

*This document was supported by cooperative agreement number 2018-V3-GX-K014, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this document are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice, Office for Victims of Crime.*