

Success Story Template **SAN 15 Year Anniversary Media Toolkit**

Once Upon a Time....

Who, what, when, where?

Set the scene with descriptors that highlight why anyone would care

Suddenly....

Describe the conflict or problem that needed solving

Why was it such a problem? What would've happened if you didn't try to solve it?

So then...

What did you do to address the problem?

Who did you involve? Focus less on process and more people the reader can relate to.

Highlight the logic behind your actions and why it was meaningful to do it that way.

Happily Ever After!

Where do things stand now? How did it all turn out?

What's still to do, or next on the horizon?

Is there something the reader should do to make that happen?

