

Quote

TIP: Get written permission

Don't forget to get written permission from the person you are quoting. You can store the person's contact information on this page, but you'll need a separate, formal release form for your files.

Strong Example

"I can tell a difference since my child has been part of the initiative. He has more energy and even seems excited about what he's doing in school!" –Parent

- Gives a voice to someone impacted by the strategy
- Clearly describes the impact of the initiative

Weaker Example

"This program is really great. I'm glad that it's a part of our community." –Anonymous Stakeholder on Feedback form

- While positive, this doesn't give a feel for how the strategy has impacted the person
- Quotes should be from someone credible
- Because the person's name is unknown, it is unlikely there was written permission to use the quote