

Summary

TIPS:

Elevator Speech

Could you give a clear, concise description of your strategy quickly enough to finish by the end of a short elevator ride? It's usually a good idea to have a quick summary of your initiative, but your "elevator speech" can also help you write your summary. Ask a friend or co-worker to listen to you tell your Success Story in 60 seconds or less. You'll have your Summary for your Success Story almost written.

Spell Out Acronyms

The first time an acronym is used in a story, the full phrase or name should be spelled out followed by the abbreviation or acronym in parentheses. For example, Happy, Healthy Kids (HHK) can be HHK after it first appears in the Summary and in the rest of the Success Story. Regardless of what order you write the sections of your story, your Summary will be the first section the reader sees in your published Success Story. Acronyms you might have used throughout your story should be spelled out in your Summary because it is the first time they will appear in the story.

Strong Example

Thanks to the collaboration of local school boards and Parent Teacher Associations (PTAs), more than 4,400 students in nine schools begin their day with a 10-minute walk. With the increased physical activity, teachers have noted a decrease in disciplinary referrals, improvement in writing scores, and an increase in the percentage of students passing the physical fitness test.

- Active voice
- Key takeaway points in terms meaningful to stakeholder

Weaker Example

In-school physical exercise opportunities only add up to 10 percent of children's daily-recommended physical activity. Increasing that time has proven to reduce disciplinary referrals and improve test scores. In collaboration with local school boards and PTAs, the initiative has succeeded in getting more than 4,400 students in nine schools to begin their day with a 10-minute walk and academic discussion.

- Statements need be clear and easy to read
- Should describe the most important information you want the reader to know