

FACTSHEET – CREATING AND SHARING YOUR SUCCESS STORY

Why Sharing Your Success Matters

Sharing your success stories is a powerful way to celebrate your impact, attract support, and inspire others. It also helps showcase your strength and diversity of the VCSE sector across the borough. When groups share their achievements, it highlights the positive difference being made in local communities and encourages others to get involved. It will also show your funders and supporters what you have achieved and will help keep your website and social media up to date.

What Makes a Strong Success Story

A good success story brings your work to life. It should clearly describe the activity or project, highlight the people involved, and explain the difference it has made. Including a meaningful quote from a participant, volunteer, or staff member adds authenticity and emotion. A strong photo, shared with permission, helps capture attention and makes your story more memorable.

Tips On Creating a Strong Photo

- **Use natural light** - Stand near a window or go outdoors. Soft daylight makes people look warm and real.
- **Keep backgrounds simple** - Avoid clutter so the focus stays on the person or activity.
- **Show action, not just faces** - Capture people doing something meaningful: chatting, creating, participating, helping.
- **Get permission** - Always ask before taking photos, especially of children or vulnerable adults.
- **Take a mix of shots** - Try close-ups, mid-shots, and wider photos that show the setting.
- **Hold the camera steady** - Use both hands or rest your phone on something to avoid blurry images.
- **Tell a story** - Choose moments that reflect the impact of your work: smiles, teamwork, transformation.

Key Points for a Strong Success Story

- **Be clear about your purpose** – decide what message you want to share and what you hope others will learn from your story.
- **Who was involved** - describe the people and partners who were involved with the project.
- **Map out your journey** – note the key moments, challenges, decisions, and turning points that shaped your experience.
- **Explain what you did** – highlight the actions, skills, and practical steps that helped you move forward.
- **Show the difference you made** – describe how your work or achievements have helped others or strengthened your community.
- **Use engaging language** – Use Plain English and no jargon to ensure that everyone can understand your story. Paint a picture with simple, vivid descriptions to help people imagine



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your experiences.

- **Share what you learned** – include the lessons and insights that others might find useful in their own work. Don't be afraid to share if things did not go to plan and how you overcame these challenges.
- **Review and refine** – check that your story flows well, is clear, and avoids unnecessary detail; ask someone you trust for feedback.

More details on how to write an impactful story can be found on [Charity Digital](#)

Reaching Local Media and Community Platforms

Local newspapers, radio stations, and community blogs are often keen to feature positive stories about community action. When sharing content with the media, keep your information short, factual, and easy to understand. Include a clear headline, a quote, and one or two high-quality photos to help your story stand out.

Roch Valley Radio: Roch Valley Radio host a 'Community Spotlight' Show every Wednesday between 11am to 12pm and on a Saturday from 1pm to 3pm, giving local charities and organisations the chance to talk live on air about the incredible work they do.

This platform offers an exciting opportunity to raise awareness of organisation by promoting your services, events, and plans. Book your slot today via [Roch Valley Radio's page here](#)

Bury Times: Bury Times publishes articles and news stories that highlight the success, events and important updates from charities and community groups across the borough. If you would like your story featured on the Bury Times website, [please click here](#)

When to Share Your Achievements

Success stories can be shared at many points throughout the year. Ideal moments include after events, when launching new projects, celebrating milestones, or recognising volunteers and participants who have achieved something special. Regularly sharing these moments helps build visibility, strengthen community pride, and highlight the ongoing value of your organisation's work. Sharing your stories through Social Media channels is a great opportunity for other groups, organisations, volunteers and members of the public to like and share your content. To find out more about using Social Media effectively, please visit our [Social Media Factsheet \(link pending\)](#)

How to Share Your Stories with Bury VCFA

You can send photos, short write-ups, event highlights, volunteer stories, or project updates to Bury VCFA for use in newsletters, social media, and wider sector communications. These stories



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help us champion your work and ensure the achievements of local groups are recognised and celebrated across the borough.

Please send any stories you would like to share to communications@buryvcfa.org.uk

If you are working with our Development Team, they may reach out to you directly to ask to showcase what you have been working on together.



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