

Case studies are the most powerful way of showing your charity's impact. Let us turn that messy list of contacts into inspiring and effective stories.

Introducing...

...ngo.media's affordable case studies package, designed to make your life easier.

Why? To raise funds and promote your charity's cause you need to demonstrate the difference your organisation makes to people's lives.

Real life case studies are the clearest way of **demonstrating your impact** to potential donors and supporters. They **emotionally engage the reader**, and if they're written well they can be **used to convey policy messages** far better than quotes from any CEO or expert.

How? We'll turn your list of contacts – volunteers, donors, service users or employees – into **compelling 400-word real life stories**, and we'll categorise each so you can use them effectively.

All you need to do is **to provide us with the contact details** of people who are happy to talk to the media. We'll arrange and carry out telephone interviews. You'll get a compelling bank of case studies to use across your charity communications and to supply to journalists.

Our promise

At ngo.media, we're **all trained journalists** and have worked with charities for a long time. We're **passionate about working with service users** to produce powerful charity communications. You can be sure that we'll treat each interview with **sensitivity and understanding**.

ngo.media

media solutions to the third sector

What you get

- **10 x 400-word case studies** that communicate your charity's story and key messages.
- **A spreadsheet categorising** the case studies according to key themes or messages.
- **A briefing sheet** – we'll work with you to figure out exactly what case studies you need to show the impact you make.
- **Quotable quotes** – we know a good story when we see it. We can give you ready-to-use media case studies or highlight quotes you can pull out and use in your own publications.
- **Reassurance** – we write case studies day in, day out, so we know what works.

All this for just **£1,800 + vat**.

Optional add ons

- **Face-to-face** interviews.
- **Advice** on how you might use different case studies in your work.
- **Photography** – we work in partnership with some of the sector's best photographers.
- **Writing** extra case studies.
- Anything else... tell us what you need!

"I wanted expert writers who could write in a personal and warm yet authoritative way, able to interview case studies competently. You have worked very well with all the disparate case studies and taken any unexpected occurrences in your stride."

Jo Fisher, The Stroke Association

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