



SCOTLAND'S
IMPROVEMENT
DISTRICTS

Top Tips: Writing a Case Study



Writing a Case Study

Think of the audience

Think of a time when you were embarking on something new and wished you could read a case study from another organisation or Improvement District. What would you want to know?

Make it personal

Share some of the little details that really made a difference to you/your team/your organisation.

Be honest

We've all read case studies where everything went well. We want people to be able to learn from your story, so please do share, warts and all. The learning is so often in what didn't quite go to plan so this is really useful to share.

Structuring and writing

An idea of how to structure and write a case study:

- **Background**
What do you do? Where are you based? What are your purposes and aims?
- **What was intended and Why?**
What was the problem/issue you faced to begin with? What were you looking to achieve, intended outputs and outcomes?
- **Actions you took/What happened**
What actions did you take? Tell the story.
- **Positive outcomes**
What went well and why?
- **Negative outcomes**
Which parts didn't go so well and why?
- **Lessons learned**
What were the key things you learned?

Further Hints and Tips

A few suggestions to make it even easier:

- Use bullet points where you can
- Avoid jargon
- Event Reports make great case studies
- Remember that we want to include your case study on the SIDs web platform so it is really important that you are comfortable to have information shared on a public site
- If you are adding photos, please make sure you have permission to include them
- Case studies are a great resource to share with your own stakeholders and partners. They are also an excellent resource to gather support for your fundraising efforts.

Please send case studies and any questions or queries to:
info@improvementdistricts.scot