



## QUICK-START SUCCESS STORY GUIDE

Success stories are a great way to bolster your recruiting efforts. They make the impact of your program come alive to future participants, showing in concrete ways how they can benefit from the apprenticeship experience. You can use your stories to reach potential enrollees on the social media platforms they frequent, and you can include excerpts in handouts or other recruiting materials.

The *Quick-Start Success Story Tool* guides you through the process of collecting stories, telling you exactly what information to gather and providing examples. This fill-in-the-blank template has all the instructions needed, so you can just pass it on to your recruitment manager, case managers, or other points of contact.

### Part I: Title/Headline

*This should include your program's name and grab the attention of your audience.*

### Part II: Participant Information

*Personal identifiers make it easier for the reader to connect with the story.*

- 💡 Name (can be an alias/pseudonym):
- 💡 Age: (can be an age range, educational level, or category such as "millennial")

### Part III: Background

*An impactful story needs a well-defined setting.*

- 💡 Program title, organization name:
- 💡 Time period of achievement:
- 💡 Location of the story:
- 💡 Type of apprenticeship, career pathway, and/or course of study:

### Part IV: The Challenge

*In 1-3 sentences, describe the "before YARG" scenario:*

- 💡 What was the participant's background or situation when they started the program?
- 💡 What was their life, career and/or educational challenge?
  - ✓ Financial insecurity, criminal background, veteran transitioning to the workforce, limited education credentials, inadequate transportation, etc.

## Part V: The Solution

*In 1-3 sentences, explain how your YARG program provided the solution to the participant's challenges:*

- 💡 Did the program introduce the participant to a new career pathway?
- 💡 Did it make the existing career pathway easier to navigate?
- 💡 Did the program remove barriers to participation?
- 💡 All of the above and more?
- 💡 What partners, if any, were part of the solution?

## Part VI: The Outcome

*In 1-3 sentences, describe the "after YARG" scenario:*

- 💡 How did the program help the participant achieve their goals or create a positive change?
- 💡 What is the participant able to do that was impossible beforehand?
- 💡 How were their long-term plans impacted?
- 💡 What are their next steps?
- 💡 Some examples of positive outcomes include:
  - ✓ Enrolled in training
  - ✓ Obtained a job in existing or new career pathway
  - ✓ Built critical skills leading to increased pay and/or higher-level title
  - ✓ Earned credentials leading to new career or strengthened existing pathway

### Bonus Tips

- 💡 Your stories can document the success of a participant or be a profile of a new enrollee that reflects your recruiting success.
- 💡 Don't assume your reader has any prior knowledge. Provide enough relevant information to arouse interest in your program.
- 💡 Add a quote or two from your participant, their employer, or their instructor as further evidence of your program's impact.
- 💡 If you're using the story in a recruiting handout or brochure, include a relevant call to action (e.g., sign up for [program name] today!)