

Writing compelling Landcare case studies

Creating an effective and informative case study involves a blend of storytelling, clear communication, and factual reporting. Here are some tips on how to write a compelling Landcare case study, along with suggestions on the types of language and messaging that should be used.

Start with a compelling headline

The headline should immediately capture attention and give a hint of the impact or the solution presented in the case study. Use active language that highlights the achievement or the problem solved.

Define the issue clearly

Start by clearly defining the problem or challenge that was addressed. Use concise language to explain the issue in a way that resonates with the reader's experience or knowledge. Use phrases like "The challenge we faced was..." or "The issue at hand..."

Outline the solution in detail

Explain how the issue was addressed with a clear and detailed description of the actions taken. Include specific methods, strategies, or innovations used. Use action-oriented language. Words like "implemented," "introduced," and "leveraged" are powerful.

Highlight the impact

Show the results and impact of the solution. Use data, quotes, or specific examples to highlight success. This section should make it clear how the solution made a difference. Use positive, result-focused language such as "as a result," "this led to," or "we successfully."

Use key facts and statistics

Incorporate relevant data or key facts that back up the narrative. This adds credibility and helps the reader understand the scale of the impact. Use bullet points or highlighted sections for key facts. Phrases like "Key achievements include..." can be useful.

Engage with human interest stories

Include quotes or short stories from participants or community members. This adds a personal touch and makes the case study relatable. Use direct quotes or anecdotes. Phrases like "According to [Name]..." or "One volunteer shared..." can be effective.



Conclude with future plans or lessons learned

Finish the case study by summarising any lessons learned or how the project will be sustained or expanded in the future. Use forward-looking language such as "moving forward," "the next steps," or "we plan to."

Keep it accessible and engaging

Avoid acronyms and jargon. Ensure the language is clear and understandable. The goal is to make the case study accessible to a broad audience. Use simple, direct language. Avoid overly technical terms unless they are explained.

Summary of Effective Case Study Writing

- Concise and clear: Avoid long-winded explanations; keep it to the point.
- Active voice: Make the writing dynamic and engaging by focusing on actions and results.
- Personal and relatable: Incorporate human stories or testimonials to add depth.
- Evidence-based: Use data or specific examples to back up claims.
- Forward-looking: End with thoughts on future developments or ongoing impacts.

These tips will help ensure that case studies are not only informative but also compelling narratives that highlight the impact of Landcare projects.

Need direction or help with producing a resource

If you are struggling to come up with a creative direction on how to produce a resource please reach out to our Landcare NSW Marketing & Communication Team via email communication@landcarensw.org.au for assistance.

Be a part of a greener future

To find out more about Landcare NSW or how to contribute to a greener and more sustainable future visit us at www.landcarensw.org.au or join the conversation with us on social media.



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Landcare
New South Wales

We support Landcarers and our members, so local communities and environments flourish.

Landcare NSW Inc.

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Visuals as a catalyst for Landcare's growth

Landcare has a powerful story to tell—one of community, resilience, and environmental stewardship. By leveraging visual branding effectively, we can amplify this story, connect with more people, and inspire greater participation across the state.

Visuals are not just an accessory; they are a catalyst that can propel Landcare's mission forward, ensuring that the work we do today will continue to make an impact for generations to come.

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