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Four Simple Steps to Write a Case Study: A Guide for NGOs

Introduction

A Case Study is like a real-life testimonial or a case to be discussed with the reader. It is like a puzzle to be solved by the reader. It should have enough information to (a) understand the problem (b) analyze the information and (c) help the readers come up with a solution.

A case study has the information arranged in such a way that the reader is made to be in the shoes of the case writer. It is one of the best ways to relate a client with his counterpart who has undergone a similar situation.

A Case study is a great way to demonstrate the benefits of the services offered by an NGO or a company. Not just being a testimonial, a case study is a real-life example of how one's services helped in satisfying a client's needs. It creates a connection between a reader and the services offered by NGO or the company.

Here are some of the tips to write a good case study:

Writing a case study requires certain phases. The steps involved in writing a good case study are:

Step 1 – Research Study

A good case study requires primary and secondary research work.

Primary research - A primary research entails collection of data with the tools of surveys, interviews and focused group discussions. The data establishes a direct relationship between an NGO and the stakeholders.

Secondary Research - Secondary research work involves processing of collected information for the betterment of services. The tools of data collection are library, internet, journals etc.

Step 2 – Analysis Phase

The analysis phase comprises two steps:

- (a) Collating all the information in one place – Once all the information has been collected, the same is put in one place and analyzed.
- (b) Formulating the case study in simple sentences – After analyzing the information, the next step is to interpret the information in simple sentences.

Step 3 – Writing a Case Study

Upon completion of the above mentioned steps, the problem or case question which the reader wants to solve is described. All the sections of the case study are organized; giving an appropriate background

to the case study, framing the middle part and giving an end to the case study. The sentences must be appropriately structured so as to retain the interest of the reader.

Step 4 – Make a Conclusion

The last part is to draw a conclusion and outcome of the case study. It should give a satisfying result which can make the reader a satisfied customer or client.

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