



Association of Farmworker Opportunity Programs

Success Story Basics

- Include a clear, high resolution picture of your client
- What type of farm work did your client perform and for how long?
- What were his/her pre-program earnings/benefits?
- How did he/she find out about your program?
- Why did he/she want to enroll? (explain the hardship and individual difficulties)
- What were his/her post-program earnings/benefits?
- How has this changed his/her life? What are his/her future goals? How will this training help him/her achieve future goals?

Additional Tips:

- A client being hired by an outside organization is more compelling than being hired by the training organization.
- Describe the individual hardships.

Maria, a single mother of three, worked for the last six years tying vines in California's vineyards, stooping to fill pail after pail of strawberries, and harvesting asparagus. From working at 4 a.m. in damp, cool spring morning to back-breaking days in the hot summer heat, Maria was making just \$10,000 per year, not nearly enough to support her family.

Include a quote:

"I dropped out of high school to help support my family, but with such low wages I am barely able to feed my family. Without a diploma and work experience I couldn't get another job that would allow me to provide basic necessities for my family."

Remember, most people don't realize what it is like for farmworkers. Many people when confronted with the question, "where does your food come from?" would reply, "Walmart," "Giant," or some other grocery store. It is up to you to paint the picture

- Numbers are KEY. The more detail the better! Saying your client doubled her income is not descriptive enough.

Maria went from \$7/hr. with no benefits to \$14/hr. with health insurance, sick leave, and 5 days of vacation. The details help your reader gain a more clear and compelling picture of the great success achieved through the training.