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# Success Stories & Testimonials Toolkit

A practical guide for collecting, crafting, and using impact stories for marketing and program growth.





## Purpose

This toolkit is designed to help Connector Program Coordinators consistently and systematically collect, curate, and use high-quality success stories and testimonials to strengthen marketing, promotion, reporting, recruitment and stakeholder engagement efforts across all Connector Communities.

### DEFINITIONS

**Testimonial:** Short quote (1-3 sentences) expressing experience or satisfaction.

**Success Story:** Narrative (1-3 paragraphs) demonstrating transformation and impact.

“Your motivation and personalized support were truly inspiring and kept me focused throughout the journey. The resources, strategies, and encouragement you provided gave me the confidence to showcase my skills and experience effectively in a new environment. The ERIEC program’s commitment to empowering newcomers like me is truly commendable.” **Connectee, ERIEC**

“Today, I am thriving in my job and actively contributing to my team. I credit the Halifax Connector Program not just for helping me find employment, but for helping me feel truly connected to my new community.” **Connectee, Halifax Connector Program**

“Being a Connector with WR Connectors has been a truly rewarding experience. The program creates a structured yet flexible platform for meaningful connections between established professionals and talented newcomers to Canada. I’ve had the opportunity to meet highly skilled immigrants who bring fresh perspectives, global experience, and a strong desire to contribute to their new communities.” **Connector, WR Connectors**



## What Makes a Strong Success Story or Testimonial?

A strong story is authentic, specific, and outcome-focused, showcasing impact and transformation. Effective testimonials/success stories typically include:

1. **A clear starting point:** Who is the Connector or Connectee? What challenge or goal brought them to the program?
2. **The Connector moment:** How did the connection happen? What made it meaningful?
3. **The outcome or impact:** What changed as a result (confidence, network growth, employment, sense of belonging, community impact)?
4. **A personal voice:** First-person language works best (“I”, “we”).



A heartfelt thank you to Afreen Sayyed and the team at Ignite for facilitating these meaningful connections and supporting the journey of emerging professionals. Initiatives like this create valuable opportunities for growth, collaboration, and community building.

Connector, Ignite, New Brunswick



## Types of Stories to Identify & Collect

**To avoid over-relying on job outcomes, aim for a mix:**

- Connector testimonials (why they participate, what they gain)
- Connectee testimonials (confidence, clarity, networks, belonging, community)
- “Journey” or growth stories (For e.g. Connectee becoming a Connector)
- Community or organizational impact stories
- Short quotes vs. long-form narratives



## Collection Strategy (Best Practices)

Aim to collect testimonials continuously at key program touchpoints (not just at the end of the year).

### Build Collection into Your Process:

- After the first meeting (intake) for Connectees
- After a successful Connector-Connectee meeting
- After events/activities
- Mid-program check-in
- Upon program completion: 3-6-month follow-up

### Collection Methods

- Online Surveys (Microsoft Forms / SurveyMonkey)
- Direct outreach with 2-3 specific questions (email, LinkedIn)
- Event-based collection (QR codes, video clips)



Participation in the program taught me the significance of networking and the value of meeting professionals within my industry. I was introduced to Connectors in my field who generously offered their time to meet with me and discuss the professional landscape. Thanks to these Connectors, I was able to expand my network further as they introduced me to other professionals.” “I gained meaningful insights on how to thrive in my career in Canada and learned how to better showcase my skills and experience when applying for positions and preparing for interviews.

Connectee, Halifax Connector Program



## Some Standard Questions:

### For Connectees:

- What brought you to the Connector Program?
- What was one connection that made a difference for you?
- What changed for you as a result of participating in the program?
- How would you describe the program to someone new?
- Would you recommend the program to others? If yes, why?

### **For Connectors**

- Why did you decide to become a Connector?
- What do you personally get out of being involved?
- Can you share a moment that stood out to you?
- Why should others in your community get involved?

### **Success story questions:**

1. What was your situation before joining?
2. What challenges did you face?
3. What actions did you take?
4. What outcomes did you achieve?



## **Consent**

Always obtain consent before using testimonials.

### **Always clarify:**

- How the testimonial may be used (website, social media, reports)
- Whether names, photos, or organizations will be included (and their preference of what personal information is included)
- That participation is optional
- Sample consent statement: “I consent to the use of my testimonial for promotional and reporting purposes.”

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## Story Structure

Background • Challenge • Experience • Outcome • Quote



## Marketing Use Cases (Best Practices)

- **Social media:** Short quotes, visuals
- **Website:** Success story pages and landing pages
- **Reports:** Combine data + stories
- **Presentations and pitch decks:** 1-2 impactful stories
- **Recruitment:** Use testimonials in outreach



## Automating Collection

- Send an automatic feedback email within 24-48 hours after an event.
- Automatically send a 'request for testimonial' email after a match.
- Integrate testimonial questions into existing surveys.
- Track testimonials in shared folder or CRM- add a field/tag.
- Set monthly collection targets.

Tip: Maintain organized folders:

- Raw responses
- Photos/videos
- Approved testimonials
- Consent records



Had an insightful discussion with Afreen Sayyed about the Ignite Connector Program that provided me with valuable perspectives. From reviewing resumes and optimizing LinkedIn profiles to learning effective ways to connect with industry professionals, the conversation offered a comprehensive understanding of what it takes to meet current market expectations.

Connectee, Ignite, New Brunswick



## Templates:

### Email Request Template:

Subject: We would love to hear about your experience in the Connector Program

Hi [Name],

Thank you for being part of the Connector Program.

We're always looking to highlight the real impact of the Connector Program, and your experience is an important part of that. If you're open to it, we'd love to hear about your experience.

Your story can help us improve the program and inspire others who are just getting started.

It only takes about 2 minutes: [Link]  
We truly appreciate you taking the time to share your thoughts.

Best regards,  
[Your Name]

### Social Media Template:



#### SUCCESS STORY SPOTLIGHT!

“When I joined the Connector Program, I built valuable connections that helped me secure my first role.”

[Name]

Learn more: [Link]



### Success Story Template:

**Title:** From [Challenge] to [Outcome]

**Background:**      **Outcome:**  
**Challenge:**  
**Experience:**      **Quote:** “...”

### Short-form Video Testimonials Template:

**30-60 seconds maximum**  
**Example script:**

- Introduce yourself
- How did the Connector Program make a difference in your professional journey?
- Any advice to others in your position?



## Monthly Checklist

- Collect 2-3 testimonials
- Share at least 1 story publicly
- Create 1-2 success stories (quarterly)
- Update storage system



## Avoid Common Mistakes

- Generic quotes
- Inconsistent collection
- No consent
- Over-editing authenticity



I had the pleasure of connecting with Sara Jafari, MBA, M.U.P., Community Sustainability Lead at econext, through the National Connector Program and Amal Youth and Family Centre. Our conversation was incredibly insightful! We discussed navigating career growth as an immigrant woman in a maledominated field, building self-confidence, expanding professional networks, and the importance of mentorship. Sara shared valuable advice on both professional and personal development, which I'll carry with me as I continue to grow in my career. Grateful to be part of a program that fosters meaningful connections and mentorship opportunities. Looking forward to applying these insights and paying it forward in the future!

AMAL



## Final Notes

The Connector Program's strength lies in relationships and human stories.

Consistent storytelling builds credibility, strengthens engagement, and demonstrates overall program impact. Success is not only measured in numbers, but in connection, belonging, and long-term community impact. This toolkit is intentionally flexible; adapt it to fit your community needs, capacity, and culture.



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