

TIPS FOR WRITING AN ANNUAL REPORT



An annual report can be a powerful tool to help nonprofits and other publicly traded companies to demonstrate accomplishments to current and future donors, cultivate new partnerships, and recognize important people who have contributed to their success. The challenge with creating an annual report is what to include and what to leave out.

Here are some tips to help you craft a compelling and memorable annual report.

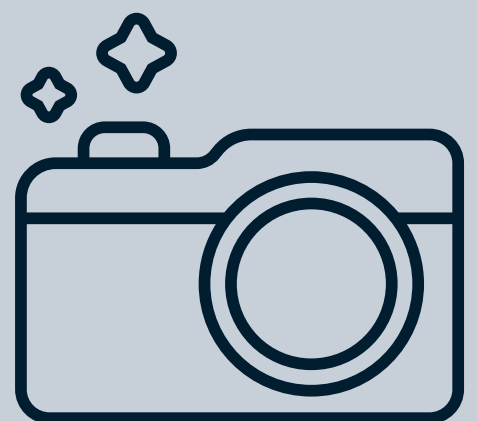


SPELL OUT YOUR ACCOMPLISHMENTS.

Don't just list your activities, but explain to readers why you did them. What outcomes did they achieve? What difference did they make? The goal is to show how your activities related to meeting your organization's mission.

TELL YOUR STORY WITH PHOTOS

Show your funders and supporters what you've been doing with photos. A compelling, well-placed photo will help to draw them into reading the accompanying text to learn more.



SHARE STORIES ABOUT REAL PEOPLE

Real stories about real people have more impact than general summaries or amazing data. Show the ways in which your work helped a specific individual or family.

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EXPLAIN YOUR FINANCIALS.



Give meaning to your financial figures by including details that will give the reader a snapshot of:

- Where does your money come from and how do you spend it?
- What are your main fundraising strategies?
- Did you implement any cost-savings measures this year?

TRIPLE-CHECK YOUR DONOR LISTS.

Never guess. If a donor has provided substantial support to your organization, be sure you have their name spelled correctly and listed the way they'd like. Do some research online or check directly with the donor.



NEED SPACE? TRIM THE DONOR LISTS

the number of pages in your report increases production costs so create a balance between discussing accomplishments and recognizing donors. If space is an issue, recognize smaller donors in other ways, such as in newsletters or on your website.



DON'T FORGET THE CALL TO ACTION.

Awesome! You now have a beautiful annual report that inspires current and potential donors. Don't forget to include a call to action! Tell them how they can help you do more. Offer specific and clear examples of how they can support you with their money or time.

Discover your **WHY** and **UNLEASH** the
brand potential of your business

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