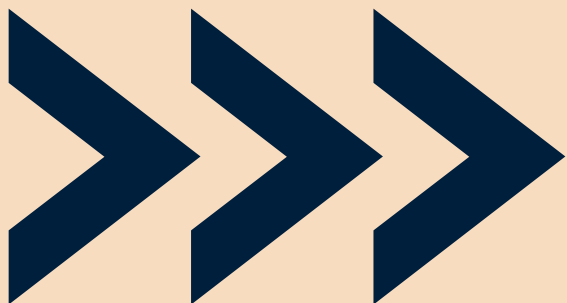


IMPACT REPORTING 101

**HOW TO GET
PEOPLE TO READ
YOUR IMPACT
REPORT**





01

**Reward your readers!
People like free gifts, limited
and exclusive experiences,
being treated special - include
a special offer for those who
actually read and share the
report!**



02

**Identify with your reader!
Tell a story from a volunteer
perspective, from a participant
perspective, from a donor
perspective - people will share
the report if they are featured!**



03

Make use of all the space you have! Tell stories, give facts and figures, use color, icons, tables but never just plain text, make it easy and fun to read!



04

Use your report for multiple purposes! Never underestimate the value of reporting to raise funds, attract new donors, new volunteers or new recruits!



05

Treat your report as the ultimate showcase for your organisation and your programs. It can add to your credibility and reputation by showing how responsible and accountable you are with the funds entrusted to you. And, it is evidence of all the hard work you and your team have put in!



06

**Don't just tell positive stories,
also share what went wrong,
what you have learned and
what improvements you made.
Always share your impact
objectives and goals and how
close you are to reaching them.**



07

Once you have all your impact data, consider doing different versions of your impact report, and use it across your social media platforms. Snapshots and infographics can go along way to make more people read your report!!



08

An impact report can show your leadership, and give you a competitive edge, remember it is about the difference you make, focus on the impact results in a way people can understand!

**IF YOU FOUND THIS
CONTENT USEFUL,
PLEASE LET ME
KNOW!**

LIKE



COMMENT



SAVE



SHARE



@Reana Rossouw