

Impact Report Template

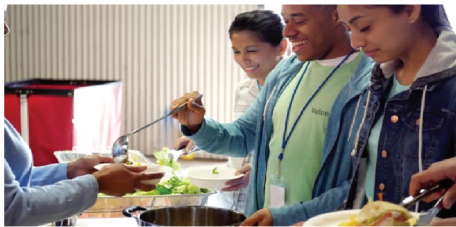
You've likely created an annual report or activity report in the past, but an impact report is so much more. You're doing more than simply showing readers your financials or activities you've performed. Instead, you're showcasing how your work has actually had an impact on people's lives. This is what makes people give willingly and generously.

The guide on creating an impact report within the DonorWerx Framework will delve into every important aspect of how to create such a report, but the following template will give you an idea of how to get started and what it should look like once you're finished. If there were five elements to really focus on, though, they would be the following:

- ✓ **Needs** that need addressing.
- ✓ **Activities** you're using to address the needs.
- ✓ **Outcomes** of those activities.
- ✓ **Evidence** of the outcomes.
- ✓ **Self-evaluation** of what you've learned and how you might change going forward.

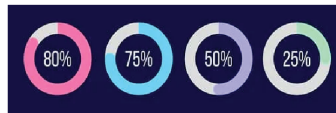
Remember that it's okay to think outside of the box when labeling sections and choosing data visuals in your impact report. As long as you address each of the five elements mentioned above, you'll be well on your way to a successful impact report.

Impact Report Template



Headline

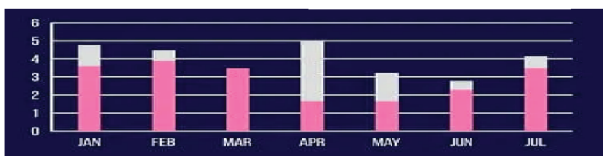
Introduction



Data information



Data information



Data information

Stories

Benefactors

Call to Action

Consider creating your report in HTML so it can be posted online and discovered via search engine. A PDF version that can be sent via email will give a professional look to the report, but an HTML version for the web will allow people to stumble across you from Google

Main Image

The bulk of your impact report should be visual in nature. The main image is the beginning of this task, and it will help to immediately engage congregants. Choose something upbeat and vibrant that can easily be connected to the overall campaign.



Headline


The headline of your report needs to immediately grab the attention of your donors. It will set the tone of your entire impact report. It shouldn't be very long, but it should be emotionally-compelling while conveying a single strong idea (e.g. Bringing Our Ministry Hope, God Has Delivered What Was Promised).

Introduction

*Your introduction should tell readers what will follow. Reiterate the focus of the campaign. Remind readers that none of this would be possible without them, and discuss how the activities you've conducted thanks to their contributions have helped. Explain the problem, why it matters, what you're doing to fix it and why it's important **now**.*

Visual Data

Visual data is where you'll show proof that your church is doing something great. It will let donors know that their money is going towards something good. Pie charts, graphs, and other data visualizations should be used. You can use these sections to show funds raised, what funds are used for, improvements over prior years and more.





Stories

People want to hear stories. These can be personal stories, testimonials, stories from the frontlines, case studies or even a letter from the pastor pointing out all the greatness that a campaign has accomplished.

Thank Benefactors

You'll certainly want to thank your entire congregation, but impact reports should have a special place for major benefactors. Corporate sponsors, celebrities or anyone else who contributed in a big way should be mentioned here. This will motivate them to do the same in the future, and it will let readers know those who helped you succeed.

Call to Action

Every impact report should include a soft call to action. Congregants will typically be reading your report online, so this can be done in the form of a link or button. A simple "Donate Now" is sufficient. This could be included in a header or a side menu bar, or you could have a button within the report. You could also do both! Make it apparent without being overbearing.

