Tips for Effective Impact Reporting

- Get clear on who your audience is and what they care about
- Tell people why your work matters: Share research about the extent of the issue or challenge that you are addressing in your community
- Give enough information about the program so everyone is on the same page: who participates in the program and what the main activities are
- Share program numbers to give a sense of scope and reach of the program (e.g. # of participants, # of program sessions/ workshops, any other fun numbers that are unique to your program - # of multigenerational pieces created, pounds of garbage recreated into art, etc.)
- Share outcome results, such as % of participants who experienced a specific change as a result of participating in your program (e.g. % of participants who felt like they belonged to a community)
- Make the leap to longer-term impacts using existing research (e.g. increased community belonging leads to improved mental health)
- Include photos of your program in action if you have them and participants have given their consent to have their photos taken for the purposes of reporting
- Share impactful quotes and a story or two (again, only with specific permission if identifying details about participants are included)
- Use plain language
- Make friends with a graphic designer!