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NONPROFIT ANNUAL REPORT GUIDE



Why Annual Reports Matter

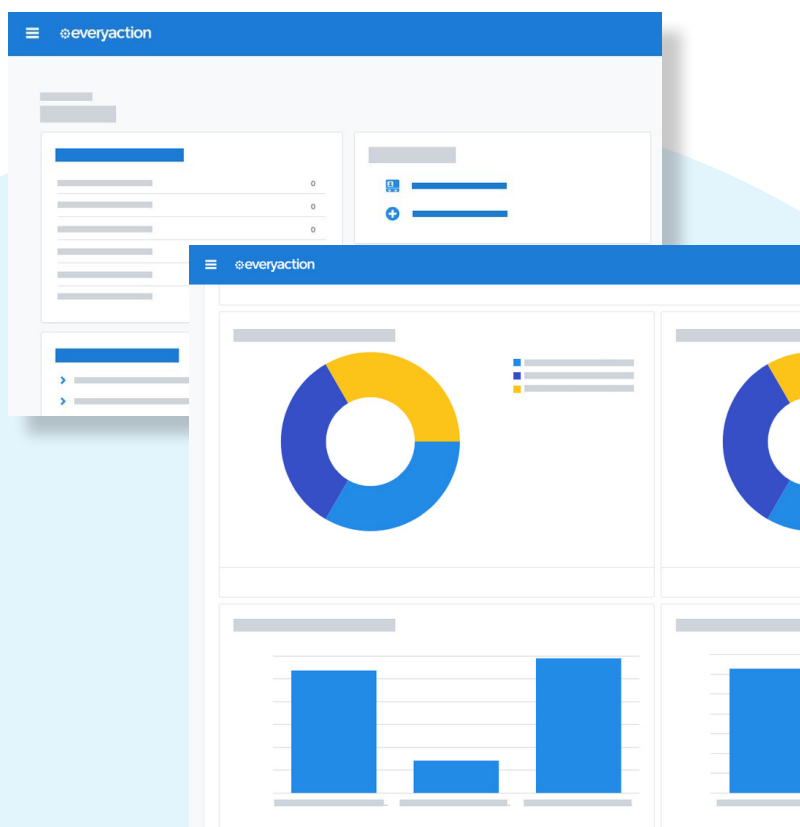
As the year comes to an end, it's important to let your key stakeholders know about all of your organization's accomplishments, while staying transparent. It also allows you to thank your donors, volunteers, and board of directors for their contributions to your success. Done well, your Annual Report can encourage readers to become more involved and ensure the next year's continued success! With this guide, we'll cover what to include in your Annual Report, how to best distribute it to your stakeholders, and review overall best practices.

Meet EveryAction

Built & supported by
nonprofit experts.

With EveryAction, nonprofits of all sizes can raise more money and maximize their impact in real time. In fact, our Digital, Fundraising, & Organizing tools have been routinely hailed as best-in-class.

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What to Include

IMPORTANT KPIs

KPIs or Key Performance Indicators should be one of the focal points of your Annual Report. There are plenty of ways you can measure success in your organization, so consider which would be most important to your supporters. Consider including how much you raised over the past year, how many donors (or even recurring donors!) you have, your increase in donations from years past, or your average donation amount.

TELL YOUR STORY

It's important to include metric data for your donors and board members, but make sure to put it in perspective. Your supporters came to you for a reason—your story. Your mission **INSPIRES** them. Keep this narrative at the heart of your Annual Report, and use the KPIs to support it. A great way to do this is to compare the money raised with the direct impact it had on your mission.

MAKE IT PERSONAL

Did your team grow this year? Were you working towards a particular goal or initiative? Did your volunteers go above and beyond? Make sure to pair your metric KPIs with personal stories and really show your stakeholders the people power behind what you do.



Best Practices

EMPHASIZE IMPACT

While it's easy to get caught up in the amount of work you and your team have put in this year, it's important to focus on your impact. By using a combination of data from the year and success stories, paint a picture of what your supporters helped accomplish.

BY THE NUMBERS

One of the best ways to tie together numerical KPIs with impact is through direct comparison. For example, if your organization focuses on hunger relief, compare the money you raised this year with the amount of meals you were able to provide. This will give your supporters a clearer picture of the impact that their support has made possible. These numbers are often far more memorable than a dollar amount.

KEEP IT SIMPLE

As opposed to some of your other materials, your Annual Report will generally be seen by people who are already familiar with your organization. That being said, keep the long story short and focus on recent accomplishments, news, and goals. Keep your reader engaged with a mix of text, graphics, and quotes from notable volunteers, board members, and staff.

HAVE FUN!

An Annual Report is a great way for you and your team to look back at a year well done. Make it a team activity to get perspective from across the board—and maybe share some of your favorite stories from the year while you're at it! Who knows—you may find some inspiration for next year.





Your Audience

BOARD OF DIRECTORS

Perhaps one of the most important groups to share your Annual Report with is your Board of Directors. An Annual Report is a great way to re-inspire your board and encourage them to invest their time and resources. Try creating a small presentation going over the key successes of the past year and how the board aided in them. Giving board members something to brag about amongst their friends will encourage them to be proactive ambassadors for your organization—and who knows, you may even get a few new donors!

FOUNDATIONS

If you receive funding from foundations, your Annual Report is a great way to informally address the criterion of the grant. By giving a face to the numbers, you can really demonstrate the work you've done over the past year—and provide context for later grant applications.

MAJOR DONORS

With your high-dollar donors, you'll want to make your delivery a little more personalized. Print copies of your annual report and include a hand written thank you note. Showing your major donors how much their gifts did will help encourage future donations and deepen their investment in the work you do!

SUPPORTERS

One of the simplest (and most cost effective!) ways to share your annual report with your supporters is by hosting it on your website. Make it easy to view and for extra points offer a downloadable copy as well. This is a great time to utilize your email tools to talk to supporters who may have lapsed in the past and encourage them to reengage.



EveryAction Development

Powerful tools & modern workflows
built just for nonprofit fundraising pros.

Discover a better, more user-friendly platform to cultivate donor relationships track major gifts, run direct mail & telemarketing campaigns, run robust custom reports, and at the end of the day, raise more money.

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