

fūnraise

The Must-Have Nonprofit Annual Report Manual

Annual report time.

How does it sneak up on us every year?

This year, you're working smarter, not harder. You're gonna deliver a finely-tuned, sharp-as-a-tack annual report and shake up your board, your donors, and, heck, the world at large!

Let's cover:

1. How to Review Your Fundraising Program
2. Easy Annual Report Tools
3. Make-It-Count Elements
4. Awesome Examples

Let's dive in!



How to Review Your Fundraising Program

fundraise

New year; new fundraising plan.

But first... you need to do an annual review of your nonprofit's fundraising program.

Reviewing your fundraising program and last year's accomplishments will provide data-driven insights so you can make better, more strategic decisions to forge ahead.

Start with the Big Picture

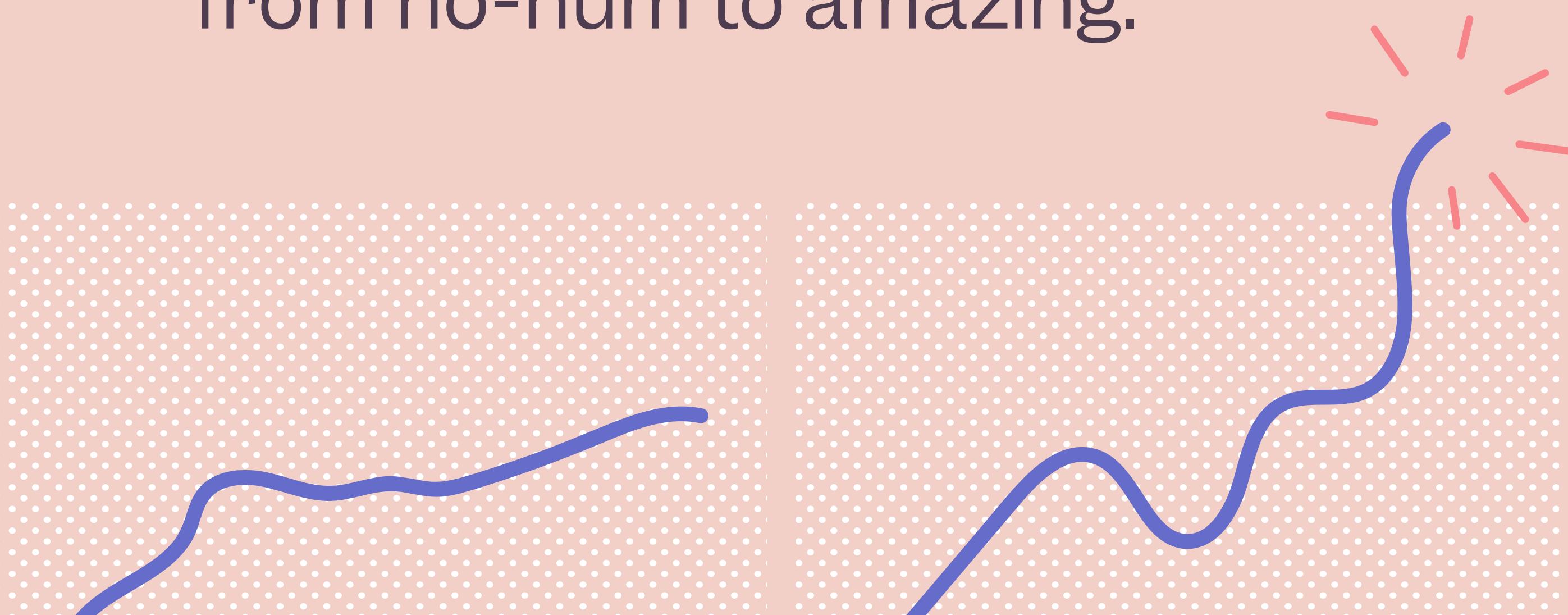
Pull your total amount raised from your donor CRM and compare it to your goals. Look at the overall accomplishment to uncover initiatives that didn't quite measure up and ones that knocked it out of the park.

Celebrate where you are today!

Review each campaign

Chart individual campaign data side-by-side so that you can identify which ones are performing and which are due for an overhaul.

Find those opportunities to go from ho-hum to amazing.



Now, put on your critical thinking cap and evaluate your campaigns as pieces of a whole:



Which was your most successful campaign and why?



What tactics can you take away from that campaign?



What challenges did you encounter, and how did you overcome them?

Audit it all

Look for trends in these must-have fundraising reports so you can make 💪 decisions this year.

- ✓ Total # of donors who gave last year
- ✓ Total # of new donors who gave last year
- ✓ Average and Median gift sizes
- ✓ Revenue by channel/appeal
- ✓ Donation page conversion
- ✓ Major gifts
- ✓ Amount raised per email sent
- ✓ List growth and churn

Systems review

Process systems, tech platforms, and tools should all go under the microscope, too!

Look at the return from each one, run a cost-benefit analysis, and consider exploring your options for all.



Honest self-evaluation

Most people are gonna laugh at this one, but we're serious:

How did last year go for you?

Honestly approach the way you felt about the work, bumps in the road, and the impact your job made on your life.

Be kind and rewind.



Nonprofit Tools for Easy, Impressive Annual Reports

f^unraise

**Putting together
your annual report
can be a hassle.**

**Here are some
tools that'll get you
excited to do this
yearly task.**

**Your first essential
tool is... Yourself!**

**Get your ducks in
a row, get that data,
and get ready
to rock.**

Yearly.report

Templates, tools, and help so that you can make a gorgeous, engaging, impactful annual report.



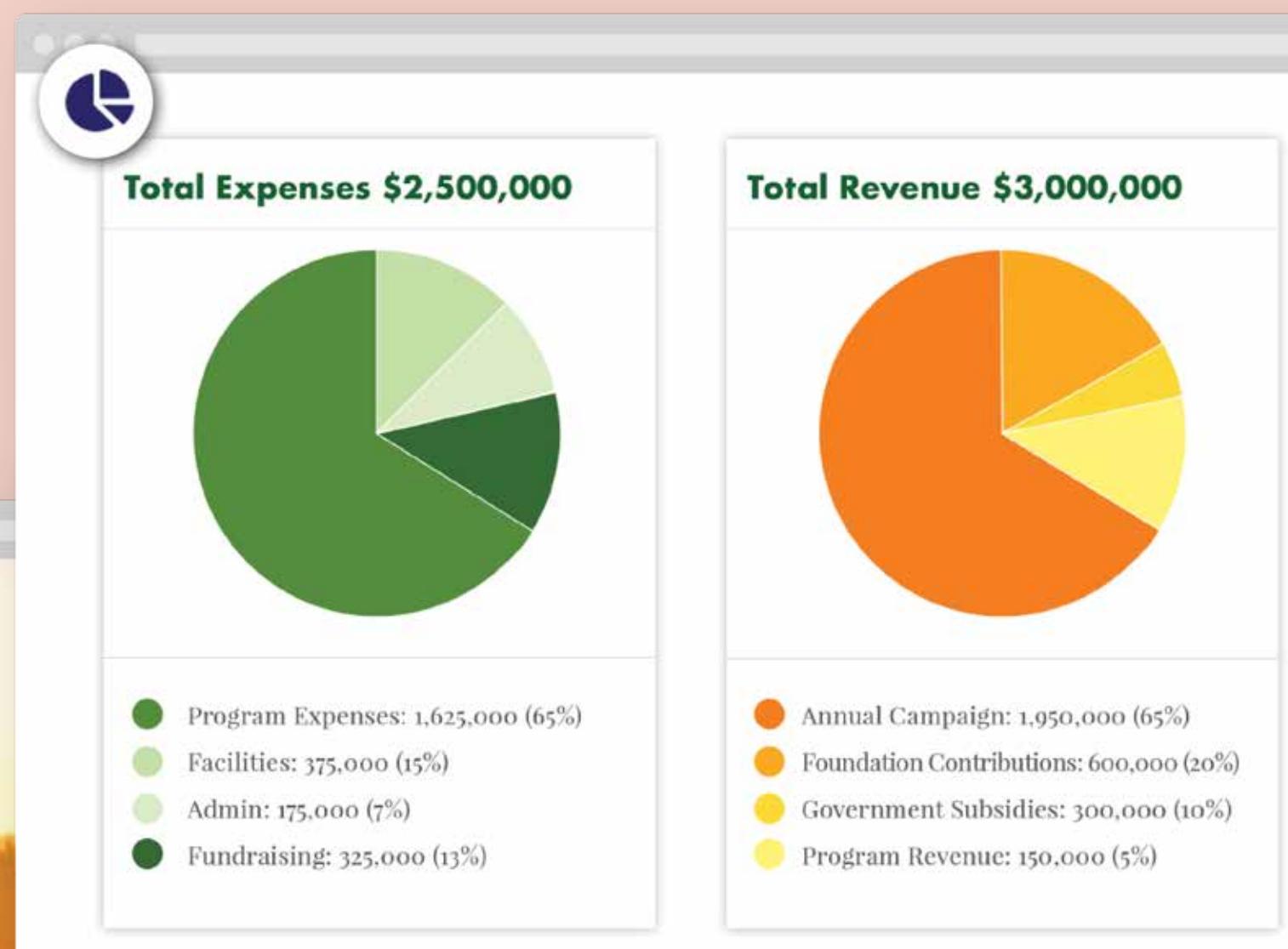
6m 95% 90k

Over 6 million pounds of food distributed annually to the

of all donations to the

90,000 of our county

children look to the Food



Canva

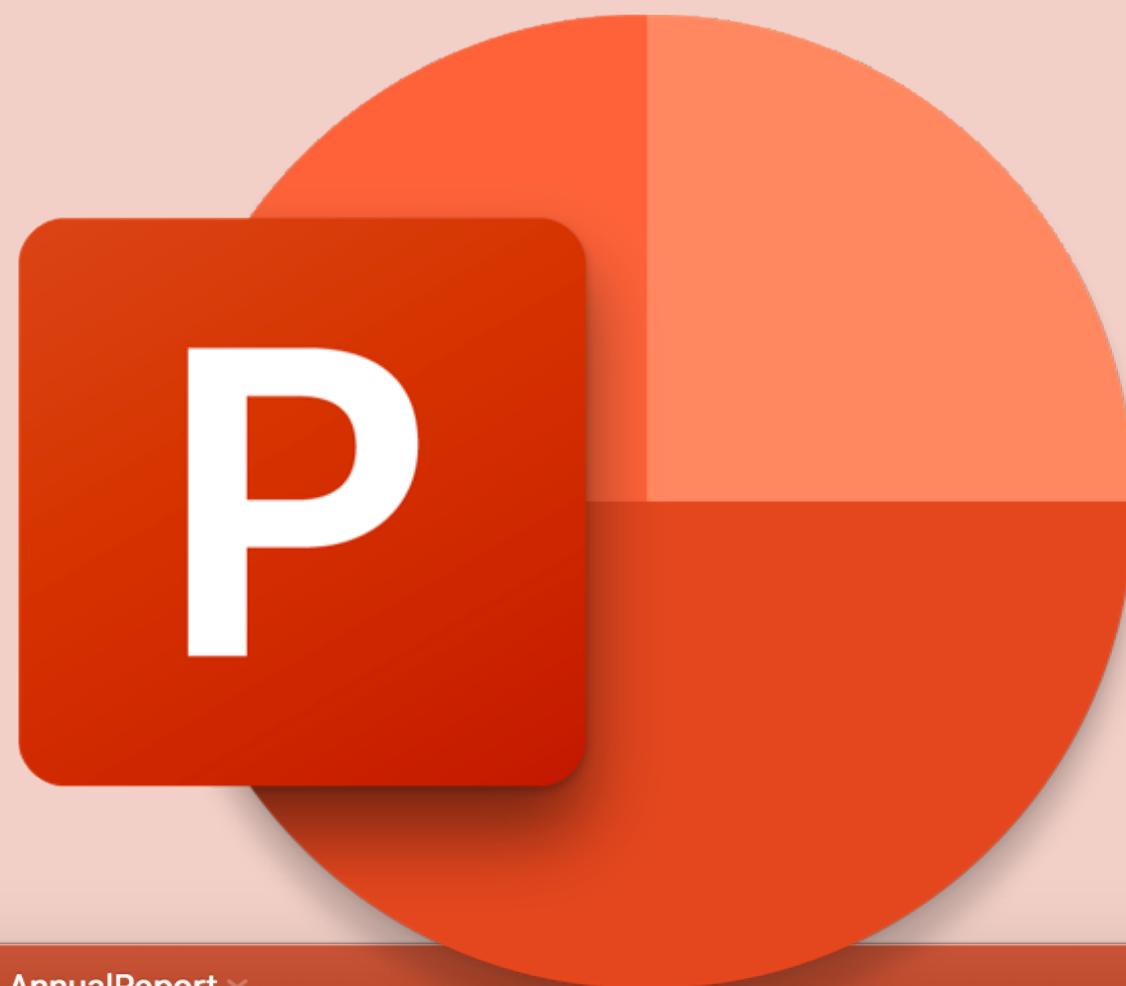
Branded, customizable
templates! Easy-peasy
drag-and-drop interface!
Creative infographic templates!

The screenshot shows the Canva website's template library for annual reports. At the top, there's a navigation bar with links for Home, Templates, Discover, Learn, and Pricing, along with a search bar containing 'annual reports' and buttons for Log in and Sign up. Below the navigation is a breadcrumb trail: Home > Templates > Reports > Annual Reports. The main content area displays a grid of 15 different annual report templates. Each template is a thumbnail image with its title and some descriptive text. The templates vary in design, including modern architectural styles, nature-themed designs, and more abstract, geometric patterns. Some templates feature large, bold numbers like '2020' or '2019'. The overall layout is clean and organized, showcasing the variety of options available on the platform.

- ANNUAL REPORT 2019 EDITION
- MORGAN SY ARCHITECTURE ANNUAL REPORT REPORT NO. 017-20 2020
- LITTLE POTS ANNUAL REPORT FOR 2018
- LETH GREENERY PLAZA 2018 ANNUAL REPORT
- ANNUAL SALES REPORT 2019 COFFEE BREW HOUSTON, TX
- 2019 ANNUAL REPORT PREPARED BY GREAT IDEAS INC.
- 2017 Annual Report A Year of Transformation
- S&B CG ANNUAL REPORT 2018 / 2019
- 2019 ANNUAL REPORT GLASTONE TOWERS BEL MUNDO CORPORATION
- 2020 ANNUAL REPORT PASTEL DECO & CO
- 2024 ANNUAL REPORT
- HANDED BY ELLEN HOLTZ HEAD OF OPERATIONS
- STERLING ADVERTISING ANNUAL REPORT 2019 OVERVIEW & REPORT
- ADMEDIA

PowerPoint

PowerPoint goes beyond slide decks. Image and text boxes + custom colors = a piece o' cake annual report.



A screenshot of the Microsoft PowerPoint ribbon interface. The ribbon tabs visible are Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Review, View, Acrobat, Share, and Comments. The Home tab is currently selected. Below the ribbon, there are various toolbars and a slide preview area. A 'Design Ideas' sidebar is open on the right side of the screen, showing a thumbnail of fireworks and the text 'Stop showing ideas for new presentations'.

Adobe Spark

Ready to digitize your annual report? Adobe Spark allows you to create an interactive digital annual report.



issuu

This inexpensive tool creates annual reports that look pro, feel familiar, and are real page-turners!

The image displays two views of the same annual report on the issuu platform. The left view shows a group of people, including adults and children, holding up small framed certificates or photos. The right view shows a page from the report featuring a woman in a hijab, a table of contents, and navigation controls.

MIRY'S LIST
2019 ANNUAL REPORT

A movement of neighbors and friends dedicated to welcoming new arrival families into our community through inspired crowdsourcing solutions.

2019 DEDICATION 2
LETTER FROM MIRY 7
EXECUTIVE SUMMARY 8
MIRY'S LIST CULTURE 10
OUR MISSION 12
WHY WE'RE HERE 13
OUR APPROACH 15

WHAT IT FEELS LIKE: THE HAMADA FAMILY 16
OUR PROGRAMS 20
IMPACT AT A GLANCE 21
FUNDING AT A GLANCE 24
WELCOME, NEIGHBOR 27

THE HEROIC ACT OF MIGRATION 32
2019 EVENT HIGHLIGHTS 36

OUR PARTNERS 45
OUR DONORS 46
THE GREAT EQUALIZER/RECIPE 55

MIRY'S LIST ANNUAL REPORT 2019 | MIRYSLIST.ORG

Template time!

If you have a report that's been successful in the past, don't be shy about reusing it this year.

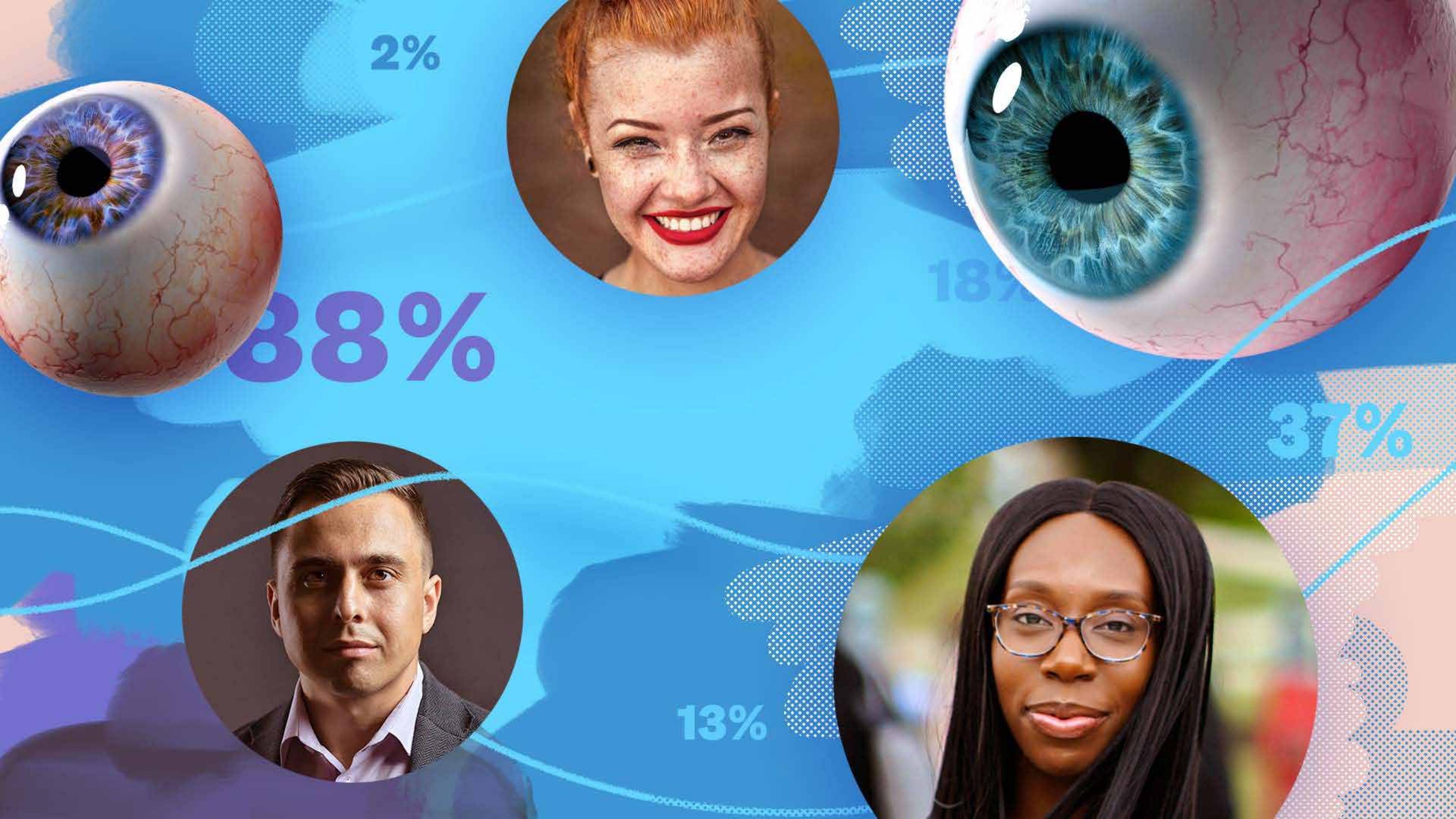
Even better, hand it over to a pro designer who can iterate on your best work and make a masterpiece template you can use year after year. The best start isn't always a fresh start, and you **can** begin in the middle.

Hire a designer

This may seem antithetical to the rest of this "You go, friend!" advice, but consider the resources you're about to spend: hours creating your masterpiece and money on programs to make it possible.

The most cost-effective solution may be hiring someone who can create effectively and efficiently. Some resources to look into are

Catchafire or **Upwork**.



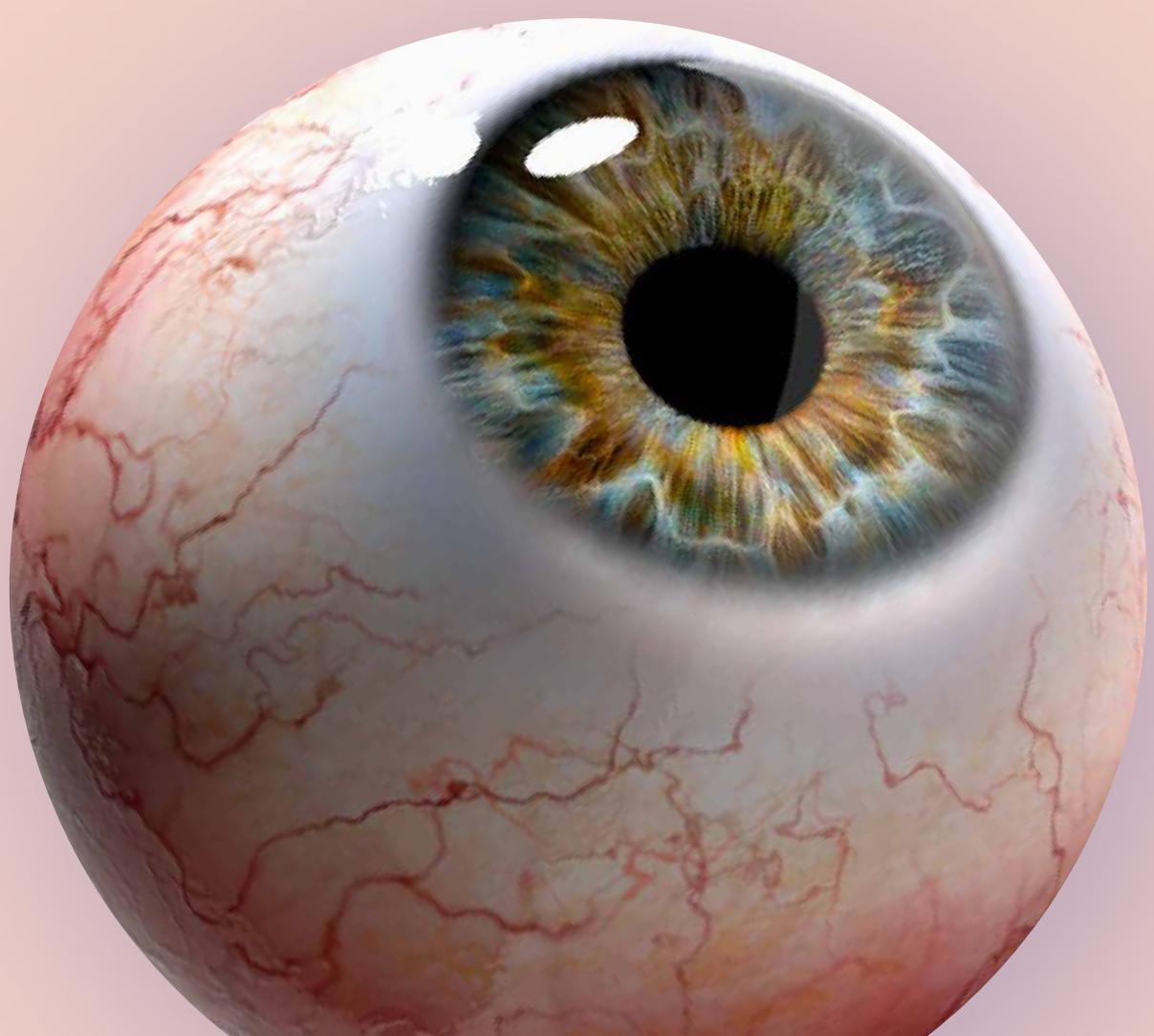
Make-It-Count Elements for Multi-Use Reports

funraise

Nonprofits!
Check out these
must-have
elements to make
your annual
report shine.

Demonstrate Vision

Tease the coming year by demonstrating a future vision in your director's message or a short paragraph at the end of the report.



3%

88%

Top-level Financial Information

29%

Take a look at the DREAM annual report for a great example of top-level financials, simplified and summarized.

42%



Transparency Around Progress

Your annual report is a way to share achievements and setbacks openly, framing them in a way that showcases your resilience.



16

The Importance of Valuing Community Relationships

By: The Calgary Professional Chapter

The EWB Calgary Chapter is one of 39 across the country. Many chapters are based out of universities and colleges, but ours is made up of professionals from across our city. We support EWB Canada through fundraising, fellowships, and awareness, and create change in our community by nurturing a generation of leaders who go on to change global systems.

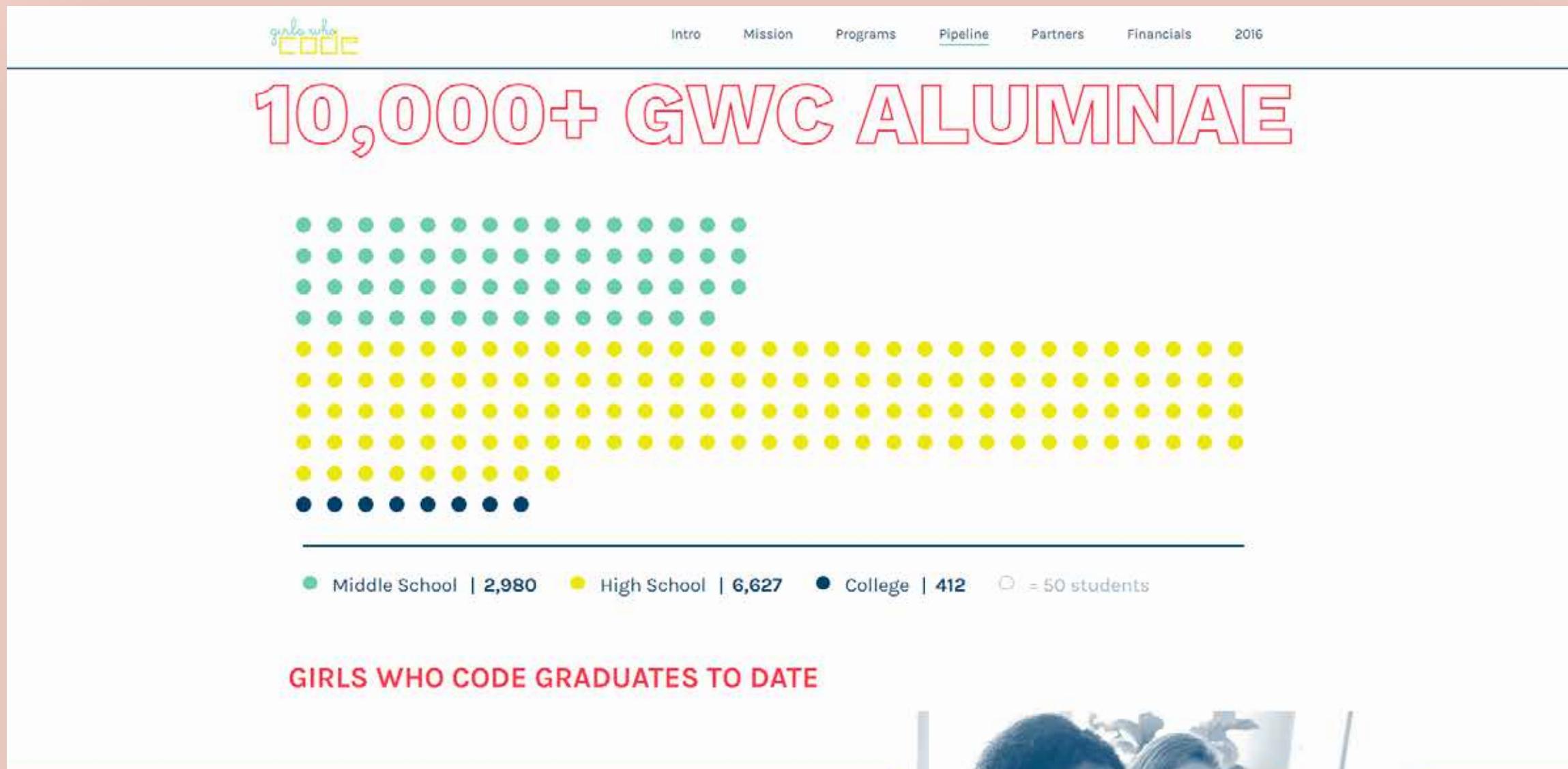
Donor-Centered Impact Stories

Find awesome impact stories to include in your annual report and step it up by telling them in a way that focuses on the donors' role.



Share Your Most Important Stats

Prune back your stats this year: pick a handful of metrics to share with your audience, then infographize to make them more visually interesting.



Put Your Best Faces Forward

Photos not only add visual interest to the document, but also bring your readers closer to your work.

2017 highlights

IMMIGRANT RIGHTS

The Sierra Club took a strong stand in support of immigrant rights in 2017, supporting rallies and using its far-reaching communications to highlight the devastating environmental and human impacts of Trump's proposed border wall.

TRIBAL LEADERSHIP

The Sierra Club partnered with the native Gwich'in people of Alaska to protect the Arctic Wildlife Refuge against exploitative industry interests. Local leaders gathered thousands of public comments, landed wide-reaching media stories, and met with decision-makers to stop any plans to drill in this pristine wildlife haven.

PARTNERING WITH
More than 160 DIVERSE ORGANIZATIONS

Scott Nicol has been involved in Sierra Club's Borderlands Campaign since its inception in 2008 when border walls were getting built in large numbers right in his community. Walls and barriers have already been constructed across more than 650 miles of the U.S.-Mexico border. These barriers block wildlife migration, cause flooding, and damage pristine wild lands, including wildlife refuges, wilderness areas, and national forests. The Sierra Club advocates for real solutions, such as comprehensive immigration reform with a path to citizenship. Scott is one of our most active volunteers, playing a large part in coalition building

PARTNERING WITH
IMMIGRANT rights LEADERS

Center for Community Change (CCC) elevates voices of low-income people, particularly communities of color, to improve their communities and help shape the policies that affect their lives. CCC believes that those most affected by economic and social injustices are best equipped to identify what change is necessary and to make it happen. After the 2016 election, CCC has worked to broaden the tent of allies working on immigration justice issues with new organizations, including social justice allies that focus on other issues. This has transformed public engagement on the immigration reform landscape. The Sierra

"Through our work, we've been able to push back expansion of environmental waivers for borderwall construction over the years. We hope to continue to increase awareness on how environmentally destructive they are and lower national support for them."

Scott Nicol
Co-chair and volunteer
Sierra Club Borderlands Campaign

"It matters deeply when an organization like the Sierra Club extends itself to our issue in significant ways. It is an example of cross-movement collaboration at its best, and it has made all the difference in the world."

Kica Matos
Director of Immigrant Rights & Racial Justice, Center for Community Change

Triple-check Your Lists of People

If you decide to include a donor, board member, or staff list in your annual report, double and triple-check its accuracy!

Pro Tip: Practice pronouncing names if you're making a video.



Include a Call to Action

You don't need a hard ask, but your annual report is a natural opportunity to present pathways to support your organization.

YES!

**Make the most of
your annual report
by using it all year
long. Include these
make-it-count
elements for a
double-duty
annual report.**

Rip Yourself Off!

Make the most of your staff's time and resources by reusing videos, short copy descriptions, images, and infographics.

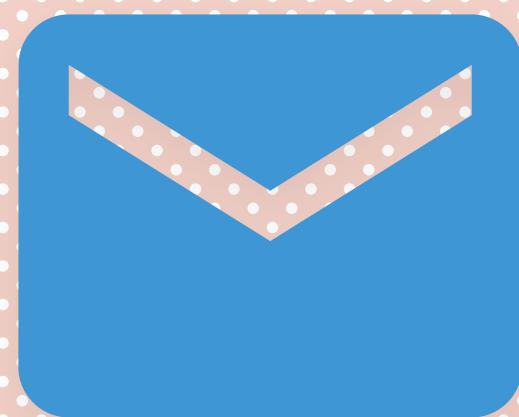
https://youtu.be/bFagWd1_T6c

COPY

Placeholder text for the copied content.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam tempus magna vitae turpis ultrices bibendum. Aliquam sollicitudin, est eu commodo tristique, lorem pulvinar justo, et sollicitudin urna dolor et libero. In commodo elit facilisis cursus posuere. Mauris nibh lectus, ultricies vel tristique sit amet, mattis volutpat. Praesent sit amet diam at lacus ornare fringilla vel euismod. Duis ac posuere libero. Nam porta nulla ut imperdiet. Maecenas sollicitudin augue at orci cursus risus, nec at nunc. Nam laoreet ligula vitae metus feugiat id. Curabitur urna tortor, dictum sed arcu eget, comiaculis erat. Vivamus consequat faucibus aliquam.

Take it Social

Match properly-sized images with short-n-snappy copy from your annual report and schedule social posts out as far as you can!



Make it Accessible

Captions, translations, and a variety of filetypes and color palettes will ensure that your hard work can be easily digested by everyone.



Trivia Time!

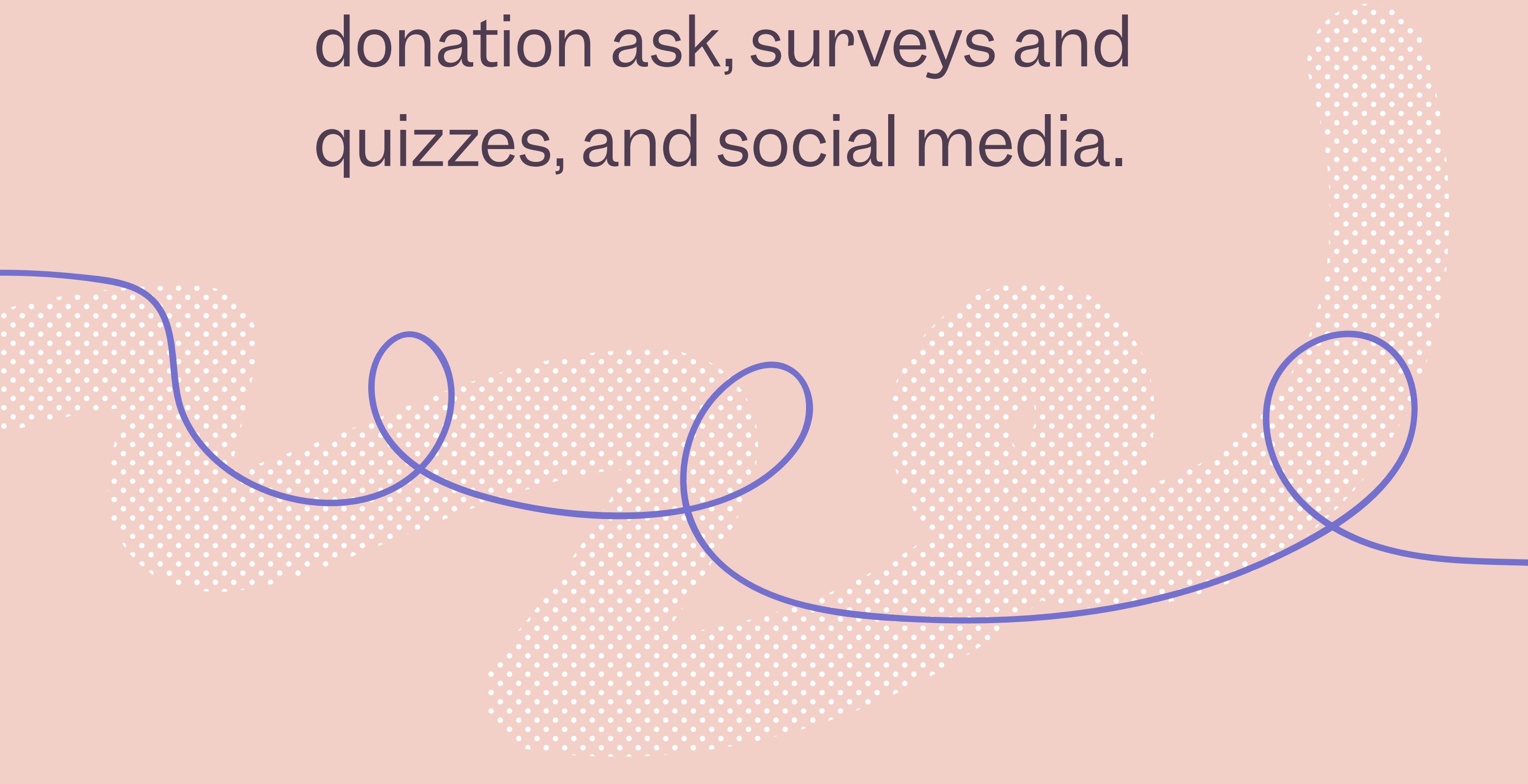
Throughout your annual report, engage readers by asking questions relating to your nonprofit. See what your supporters have to say!

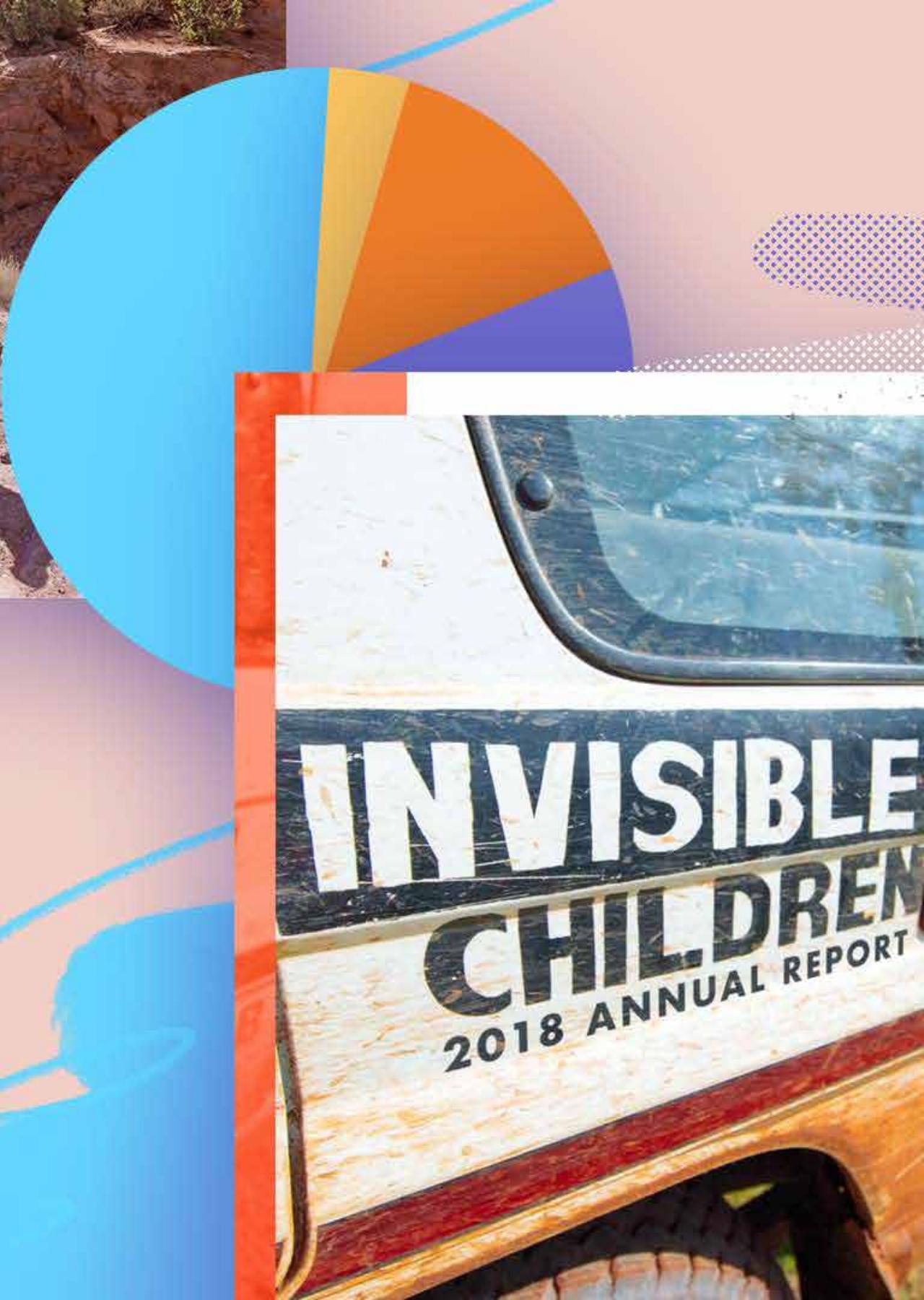


Engagement Loops

Your annual report should encourage readers to interact with your nonprofit.

Experiment with engagement loops like the donation ask, surveys and quizzes, and social media.





Awesome Nonprofit Annual Report Examples

f^{un}raise

**Looking for sweet
annual report
inspiration?**

Here are 6
examples of NGOs
that have ditched
the yawn and
embraced the Yes!

HOW IS MY DONATION SPENT?

All of our expenses support our mission of ending violence and exploitation through dynamic, community-led initiatives. We're more focused than ever, investing in work that directly protects vulnerable communities and the ecosystems in which they live.



DONATE

Invisible Children's Annual Report

This best-in-class annual report utilizes all of our tips for an accessible, engaging, informative annual report!



STRONGER TOGETHER

Public-private partnerships have strengthened the National Park System since its inception. It is a legacy the National Park Foundation is charged with keeping alive so that we may continue to grow the community of park supporters.

The future of our national heritage hangs in the balance. As the ravages of natural and human disasters, heavy use, and limited resources impact our parks, the task before us is great. It is only through the continued leadership and generosity of our supporters that we can hope to preserve America's irreplaceable natural and cultural treasures.

Our work is made possible through the resolute commitment of impassioned national park champions who understand the need to enhance and expand the efforts of the National Park Service. The National Park Foundation gratefully acknowledges the many individuals, foundations, and corporations whose vision and contributions help protect our parks and connect people to all they have to offer.

National Parks Foundation Annual Report

Let your photos shine! A picture is worth 1000 words, and showing off your impact in photos grounds your report.

OUR IMPACT OVER THE LAST YEAR

Ending homelessness through
housing and supportive services.

H O U S E D
E
S A F E
L
T H Y



The People Concern

The People Concern may be a small nonprofit, but their annual report humanizes data to show the enormous capacity of their impact.

UNBROKEN.
UNBROKEN.
UNBROKEN.

The Phoenix

This scrappy nonprofit startup's annual report relies heavily on testimonials to pull the weight of their groundbreaking data.

NAVAJO WATER PROJECT[Jump to this section →](#)**CLOSING THE WATER GAP**[Jump to this section →](#)**APPALACHIA WATER PROJECT**[Jump to this section →](#)**COMMUNITY**[Jump to this section →](#)**TEAM DIGDEEP**[Jump to this section →](#)**FINANCIALS**[Jump to this section →](#)

DigDeep believes that everyone has a human right to clean, running water—but more than 2.2 million Americans live without it. This is what we did in 2020 to fix that.

DIGDEEP

Every year, DIGDEEP has one of the best digital annual reports around, but the most exciting thing is always their focus on the future.

2018 ANNUAL REPORT**NEW DIRECTION FOR
COMMUNITY POWER
AND ACTION**

Code 2040

It's no surprise that this digital nonprofit invested in a standalone annual report website. Takeaway: Go with what you know.

Funraise is an awesome fundraising tool, no matter what time of the year it is.

Get started for free.

Or [chat us up](#) to get the special Funraise scoop.

**After you're done,
send us your annual
report, friend!**

**We'll reply to tell you
how awesome it is.**

You. Can. Do. This.

fūnraise