

fundraise



The Must-Have Nonprofit Annual Report Manual

Annual report time.

It feels like we **just
did this.**

In 2022, you used innovation and automation to start a fundraising revolution! Say that three times fast.

Now, it's time to show off your savvy skills with a knock-your-socks-off annual report worthy of top-trending status.

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

fünraise

New year; new fundraising plan.

But first... it's time for an annual review of your nonprofit's current fundraising program.

Navigating 2023 with data-driven insights and forward-thinking strategy is only possible by first examining 2022's fundraising successes.

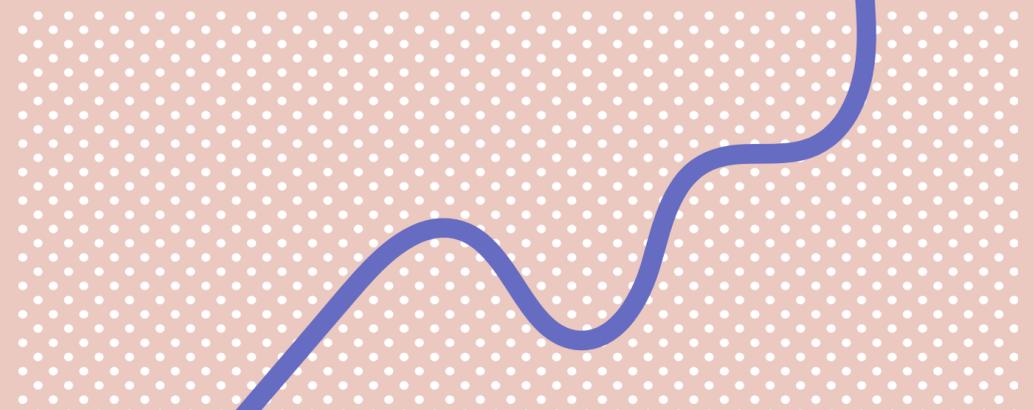
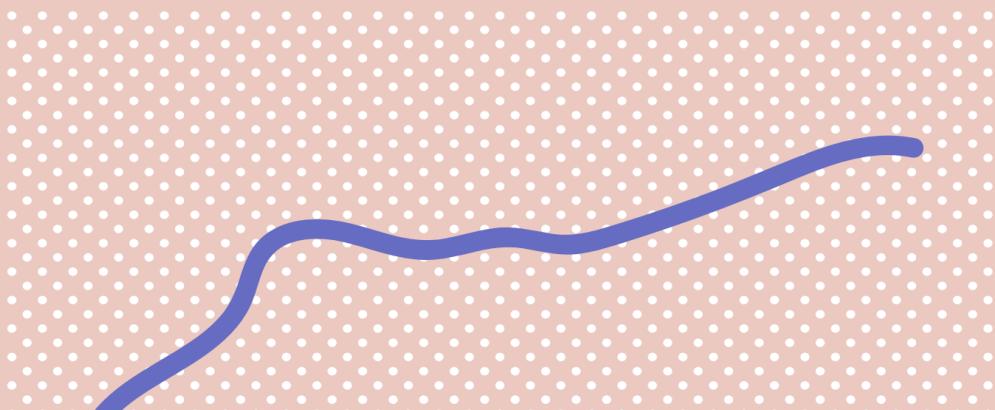
Start with the Big Picture

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 to identify which campaigns are thriving and which are (barely) surviving. Time for an overhaul!

Data highlights opportunities for your fundraising strategy to go from average 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.



Check in with yourself

With each new year comes an opportunity for some honest self-evaluation.

How did last year go for you?

How are you (really) feeling about the year ahead?

Approach the year ahead with honesty about your work, bumps in the road, and the impact your job made on your life last year.



Nonprofit Tools for Easy, Impressive Annual Reports

fundraise

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

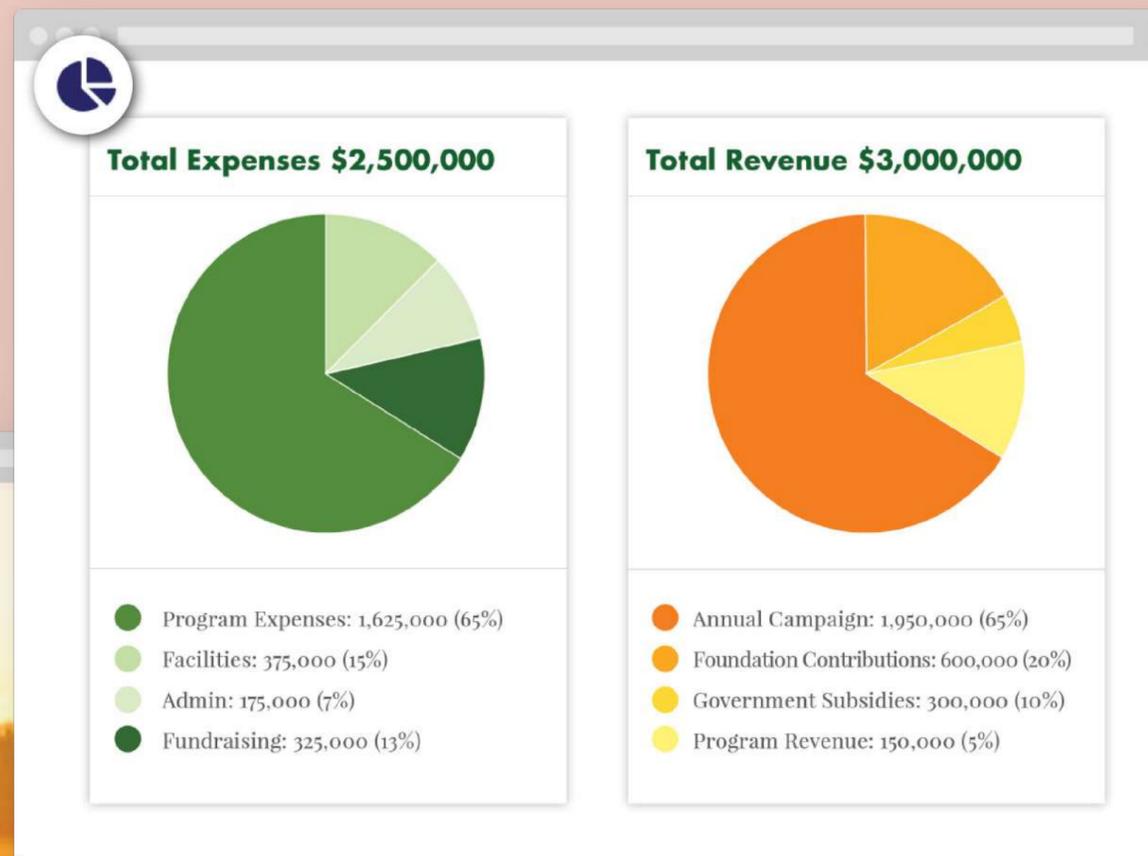
Here are some
tools that'll get you
excited to do this
yearly task.

**You are the best
tool in your
fundraising toolkit.**

**Get strategic, get
that data, and get
ready for a
whirlwind year
ahead.**

Yearly.report

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

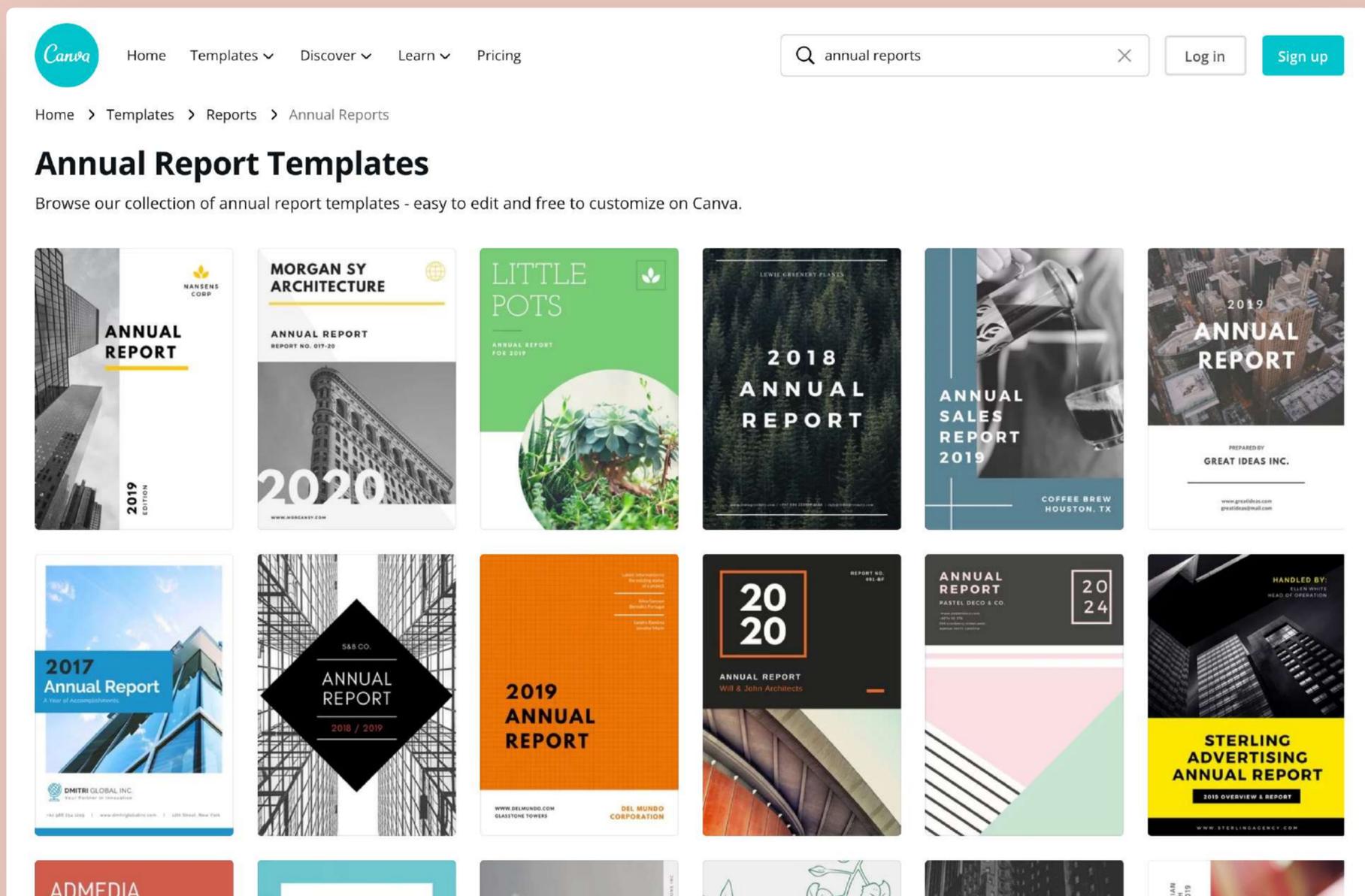


6m **95%** **90k**

Over 6 million pounds of food of all donation to the 90,000 of our county

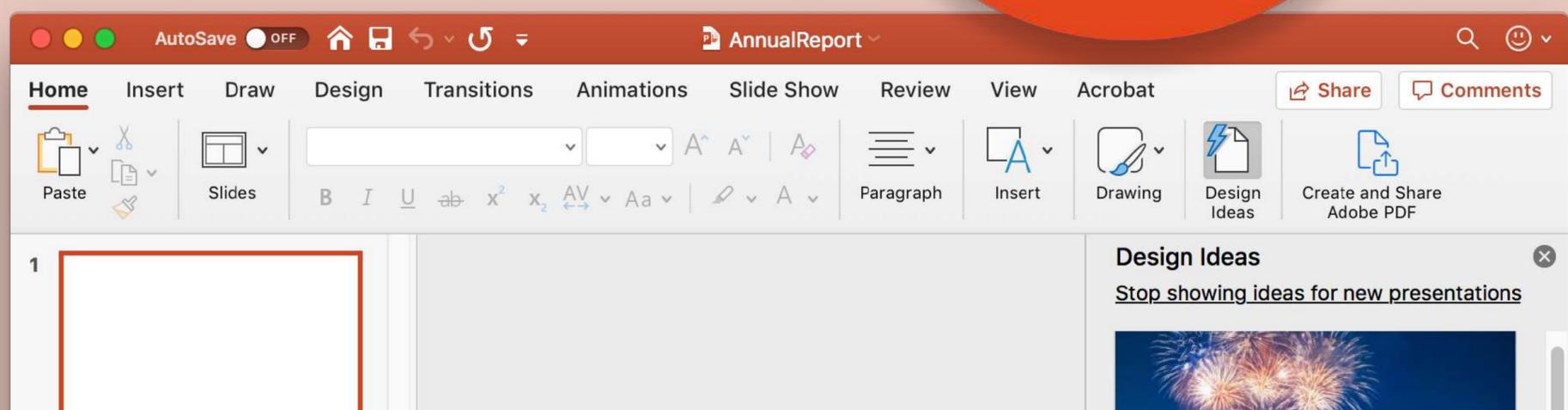
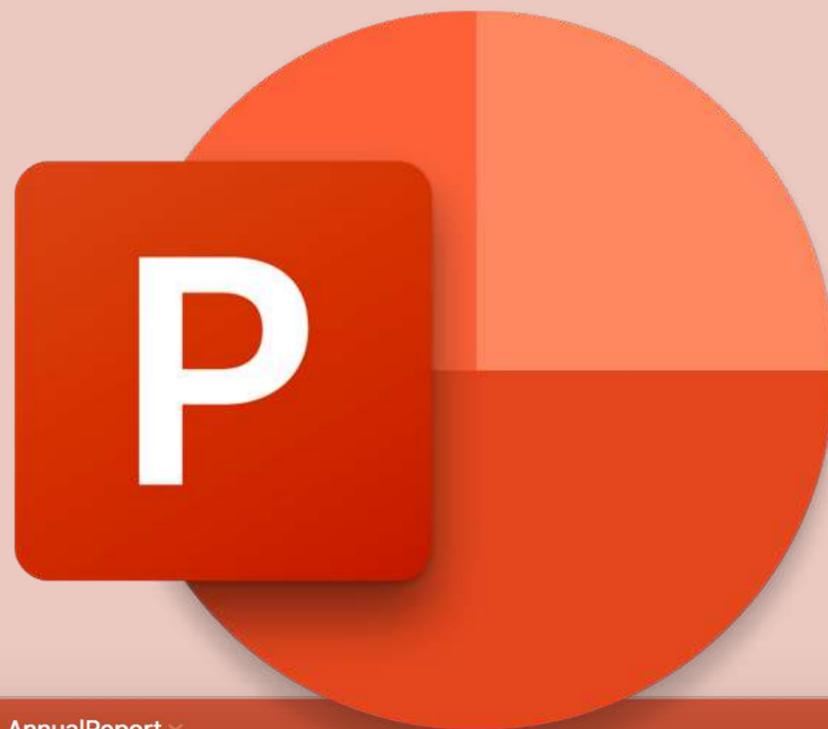
Canva

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



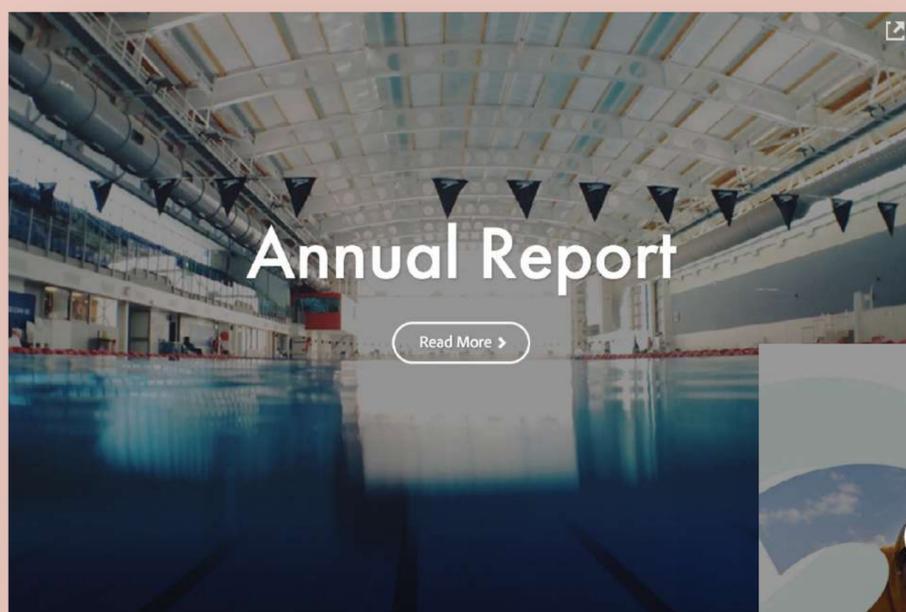
PowerPoint

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



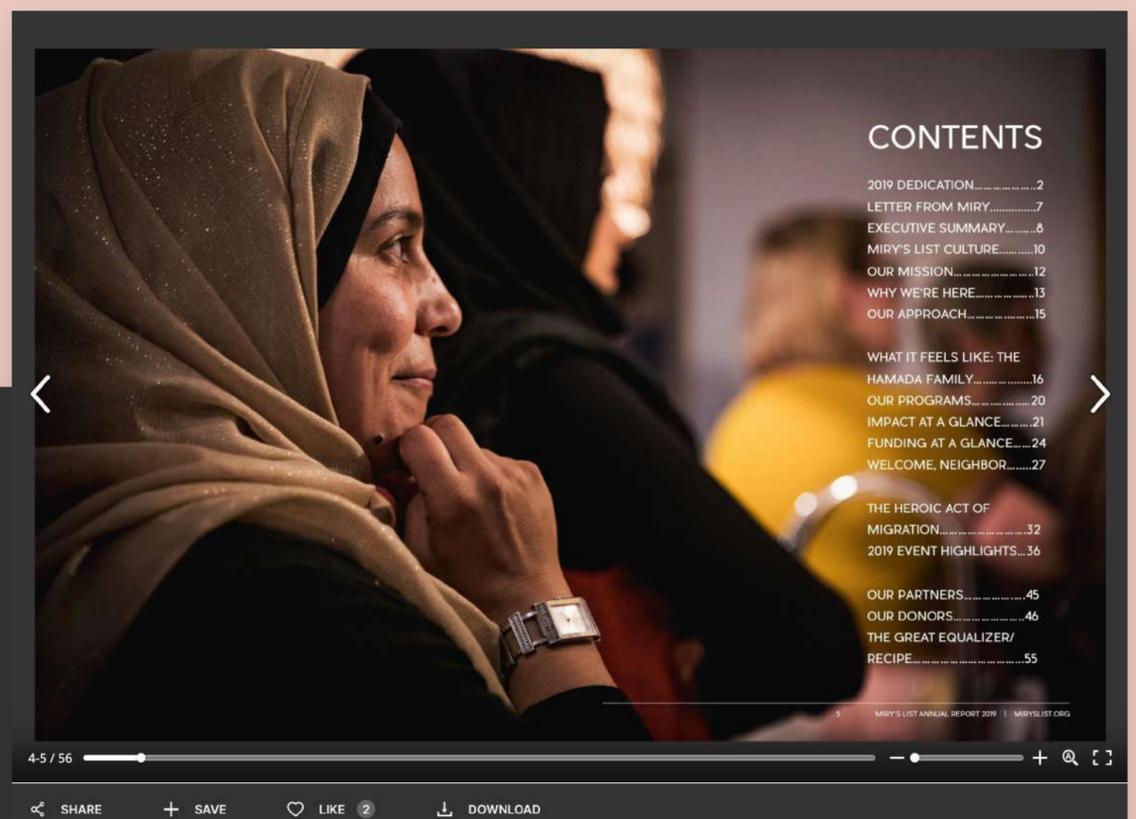
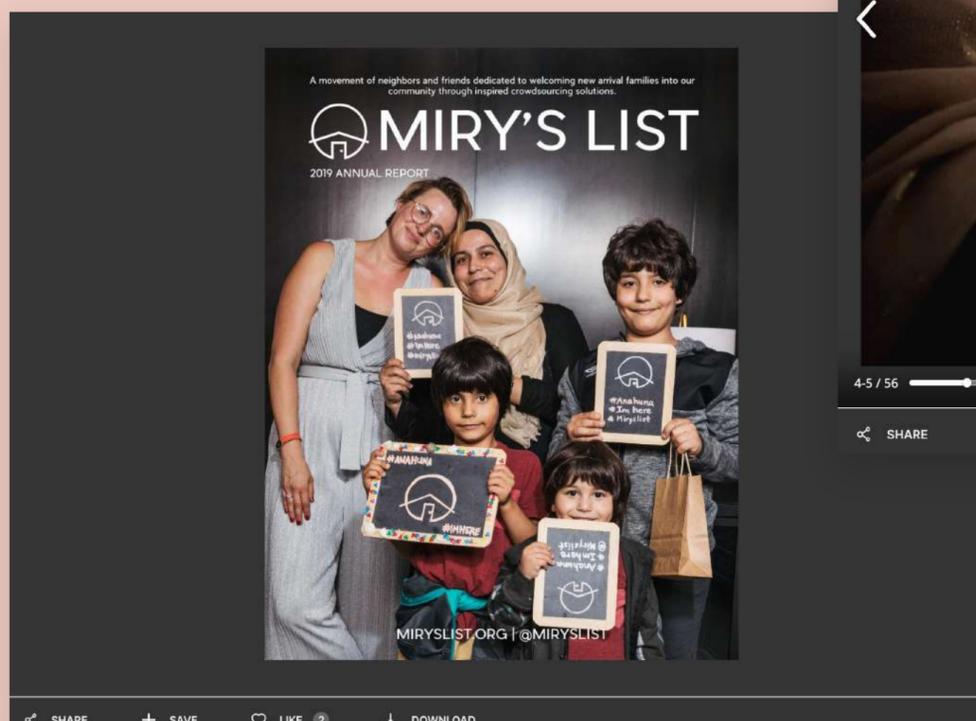
Adobe Spark

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!



Template time!

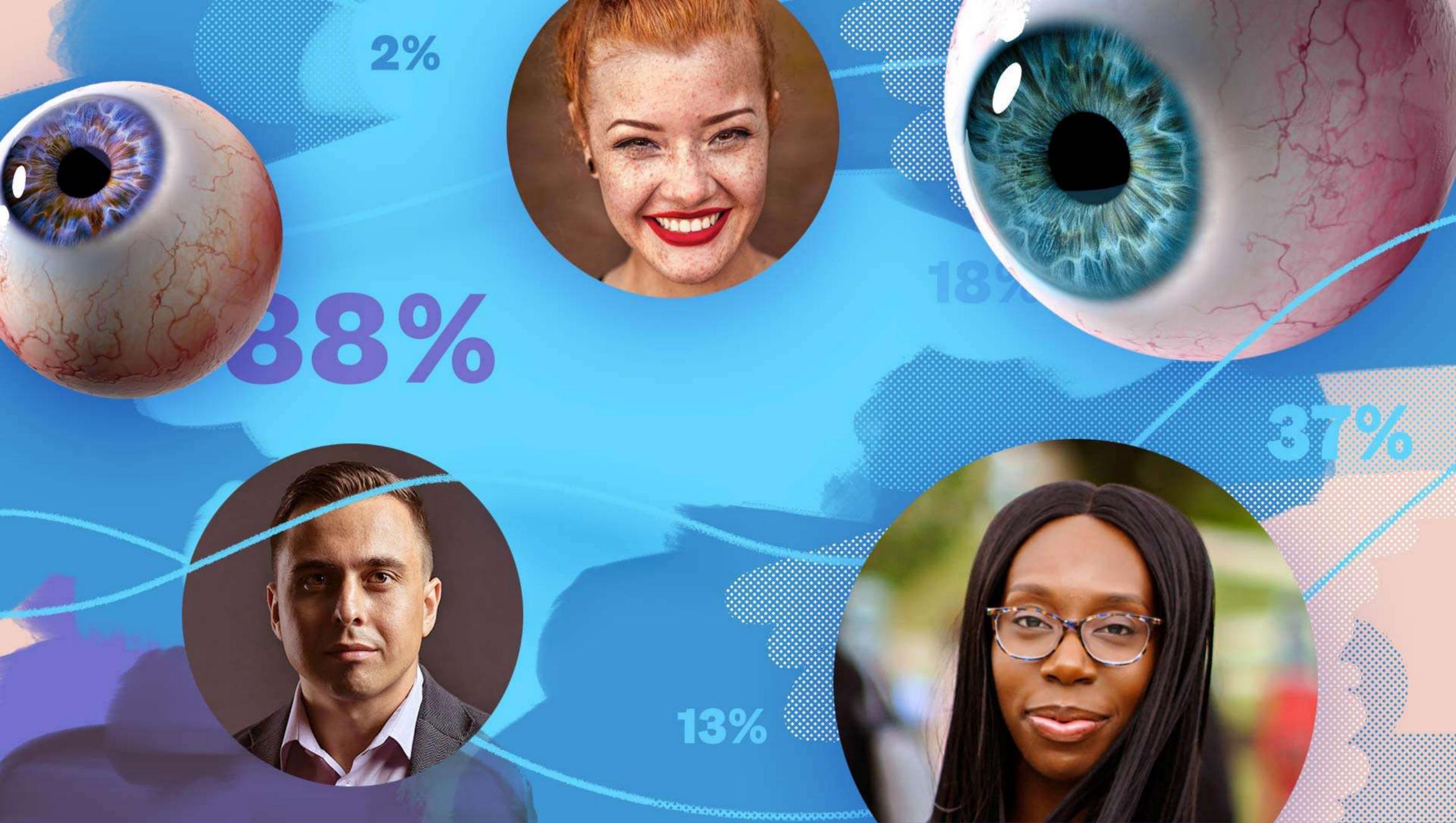
If you have a report that's been successful in the past, don't be shy about reusing it this year.

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

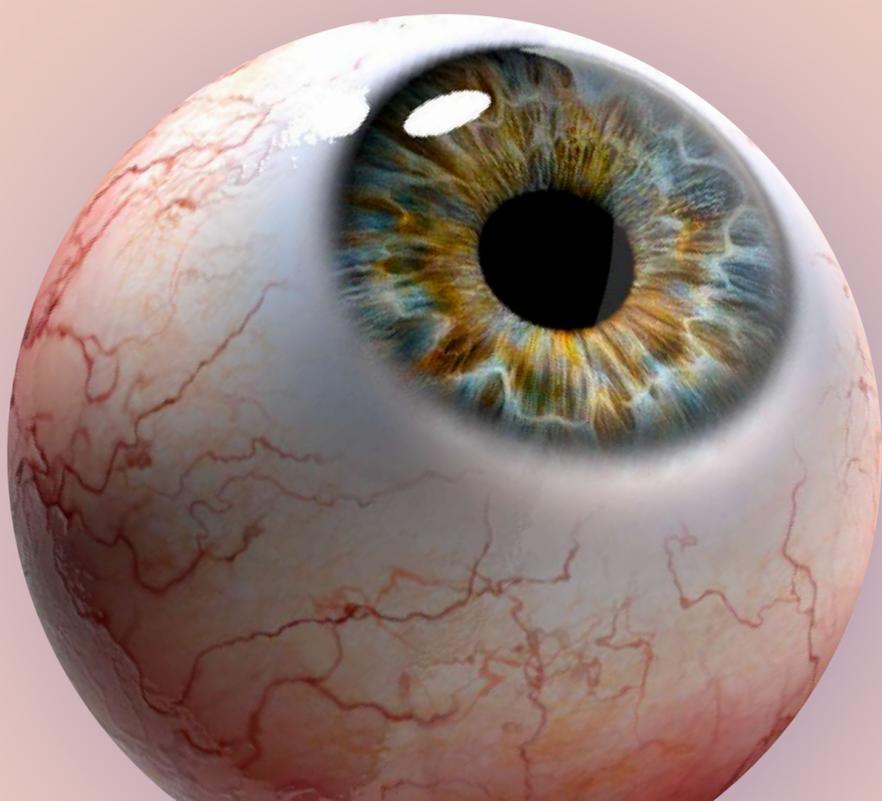
fünraise

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%

funraise

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 Those Stats

But only the most important ones.

Pick a handful of metrics that demonstrate your impact, then infographize to make them visually interesting and digestible for your audience.



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.



"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 Immigrants Rights & Racial Justice, Center for Community Change

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

Make your lists and check them twice.

Seriously. Triple-check everything for accuracy in your annual report. That means names, numbers, and details!

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.

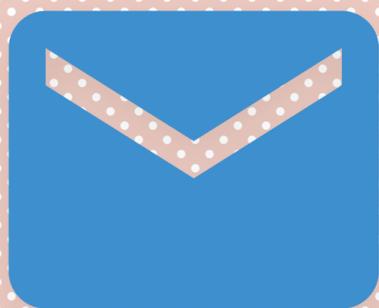
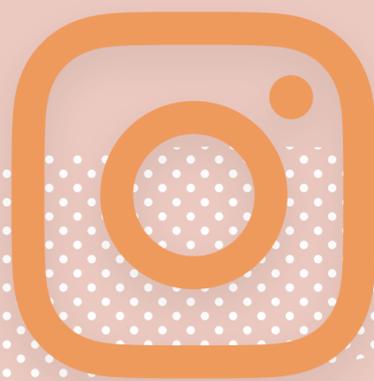
https://youtu.be/bFagWd1_T6c

COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam tempus magna vitae turpis ultrices bibendum. Aliquam sollicitudin, est eu commodo tristique, lorem ipsum pulvinar justo, et sollicitudin urna dolor et libero. In commodo elit facilisis cursus posuere. Mauris nibh ultricies vel tristique sit amet, mattis volutpat. Praesent sit amet diam at lacus ornare fringilla vel. Duis ac posuere libero. Nam porta nulla ut imperdiet dictum. Maecenas sollicitudin augue at orci cursus nec at nunc. Nam laoreet ligula vitae metus feugiat. Curabitur urna tortor, dictum sed arcu eget, com iaculis 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

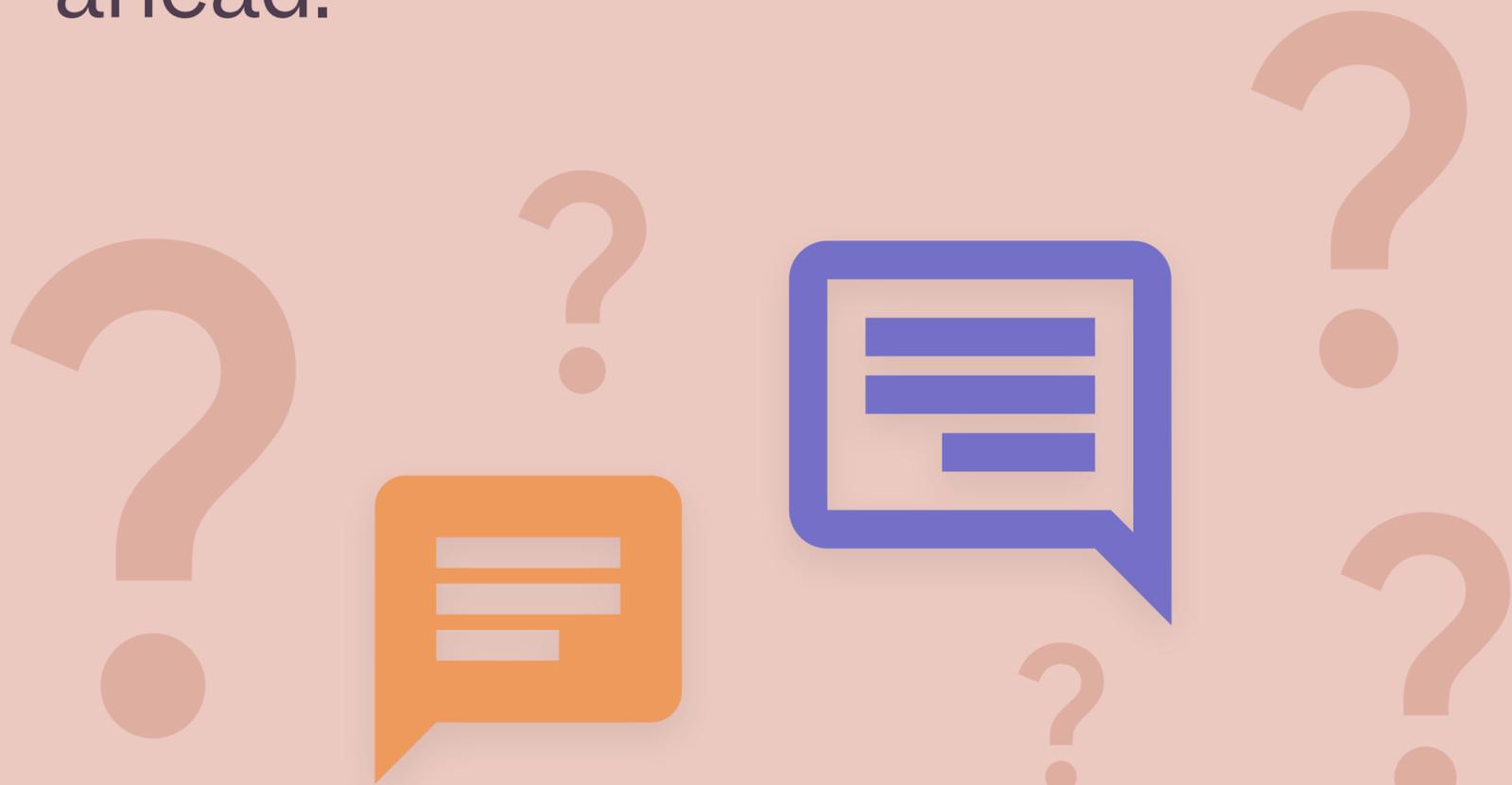
Captions, translations, and a variety of filetypes and color palettes will ensure that your hard work can be easily digested by everyone.



Trivia Time!

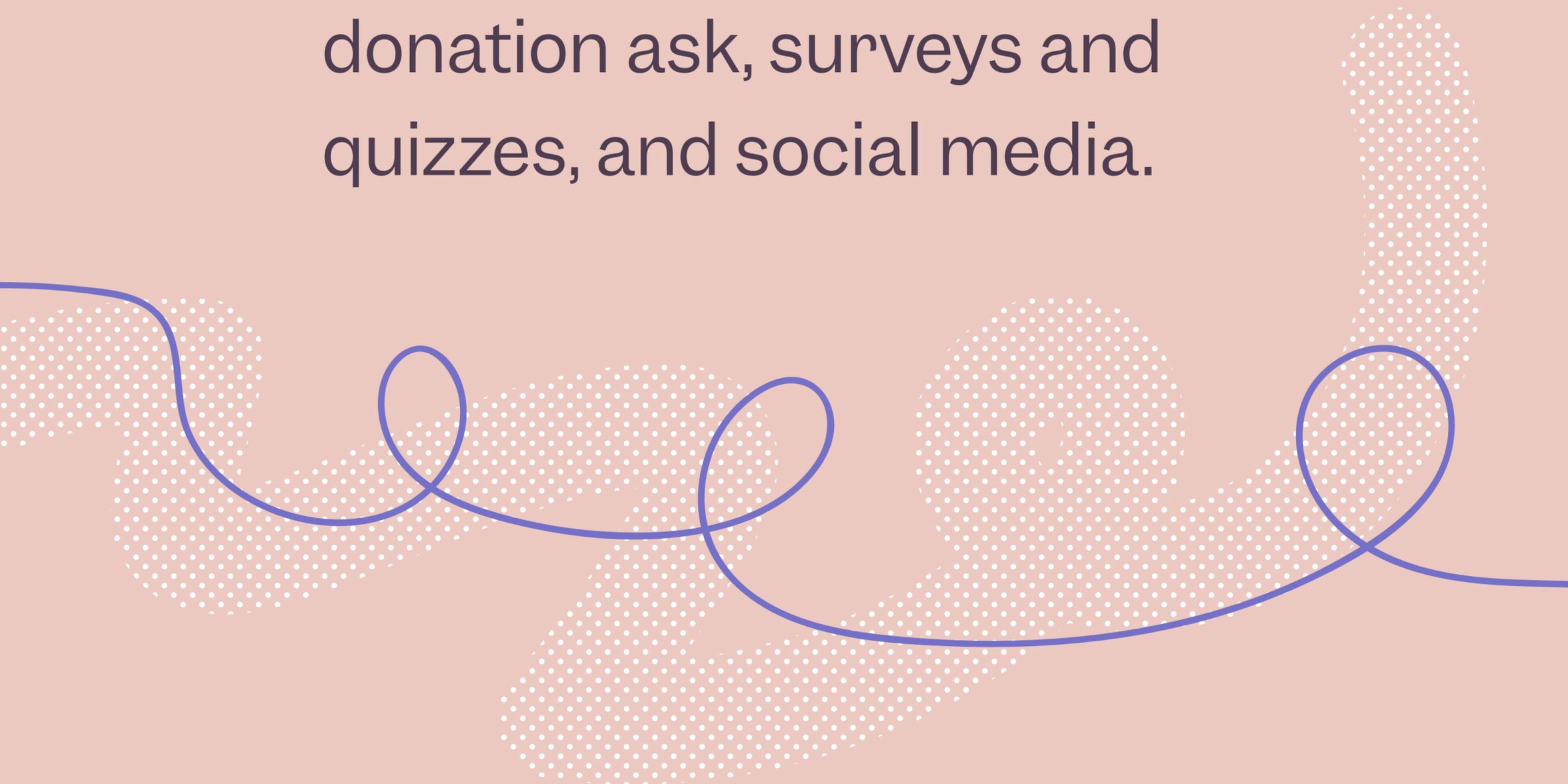
Throughout your annual report, engage readers by asking questions related to your nonprofit. See what your supporters have to say!

Take this as an opportunity to gauge awareness and plan how to further engage your supporters in the year ahead.



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

fundraise

**Check out these
7 nonprofits
forging into the
future with
awe-inspiring
annual reports!**

GLAAD WORK AT A GLANCE

MAY 2020 - APRIL 2021

MAY GLAAD and P&G release groundbreaking research "LGBTQ Inclusion in Advertising and Media."  More info on page 30

JUNE There can be no pride if it is not intersectional: GLAAD uses Pride Month to center the voices of LGBTQ People of Color.  More info on page 11

JULY GLAAD releases the Studio Responsibility Index, unveiling that Hollywood had reached a new peak percentage of LGBTQ inclusion in film.  More info on page 16

AUG GLAAD releases a 30-second ad on Fox News, outlining the outgoing Administration's attacks on the LGBTQ community.  More info on page 14

SEPT Star Trek: Discovery works with the GLAAD Media Institute to introduce the Star Trek franchise's first non-binary and transgender characters.  More info on page 17

OCT GLAAD amplifies the voices of LGBTQ voters and pushes for LGBTQ questions during debates and candidate town halls.  More info on page 12

NOV GLAAD works with our partners to make Trans Awareness Week 2020 the most visible TAW ever.  More info on page 18

DEC GLAAD works behind the scenes to create a memorable Holiday season with historic first LGBTQ holiday films.  More info on page 16

JAN GLAAD releases the Where We Are On TV Report and calls on Hollywood to make strides towards acceptance.  More info on page 16

FEB GLAAD hosts its first three-day HIV Stigma and Faith Summit.  More info on page 24

MAR GLAAD stops problematic coverage around the historic confirmation of Dr. Rachel Levine and celebrates her win.  More info on page 11

APR GLAAD hosts the biggest GLAAD Media Awards ever, a historic digital event spreading messages of acceptance around the world.  More info on page 20

GLAAD

GLAAD's comprehensive annual report takes supporters through twenty-five pages of data-driven impact demonstrated through storytelling, statistics, timelines, and compelling images.

WHAT YOU CAN DO

Stay up to date about programming and events:



Subscribe to our mailing list: www.gatheringforjustice.org/maillinglist



Text "The Gathering" to 44321 to make a donation

Making a generous, tax-deductible donation today:



Donate via our Website bit.ly/gfjdonate



Donate via CashApp (\$Gathering4Justice)

The Gathering for Justice

Now, this is an annual report that galvanizes support! We love the call to action on the last page, giving supporters the opportunity to make instant, direct impact.



Red Tent Accomplishments 10 Years

- ✓ Red Tent Program has served 1,000 Women in Pinellas County between 2012 through April 2020
- ✓ Lower rate of reincarceration for participants in Pinellas County (24%) in the first year vs the National Rate 56%.
- ✓ 76% of participants do not return to jail in year one
- ✓ Longest Running Program in Pinellas County Jail
- ✓ Red Tent is unprecedented in conducting a trauma informed program within a jail or prison.
- ✓ Addresses root cause behaviors that contribute to spiral of addiction and incarceration.

Red Tent Women's Initiative

Red Tent Women's Initiative uses annual report data to show off their lifetime achievements on a legacy page on their website. Easy access to impact info? We love to see it.

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.

Resident Success

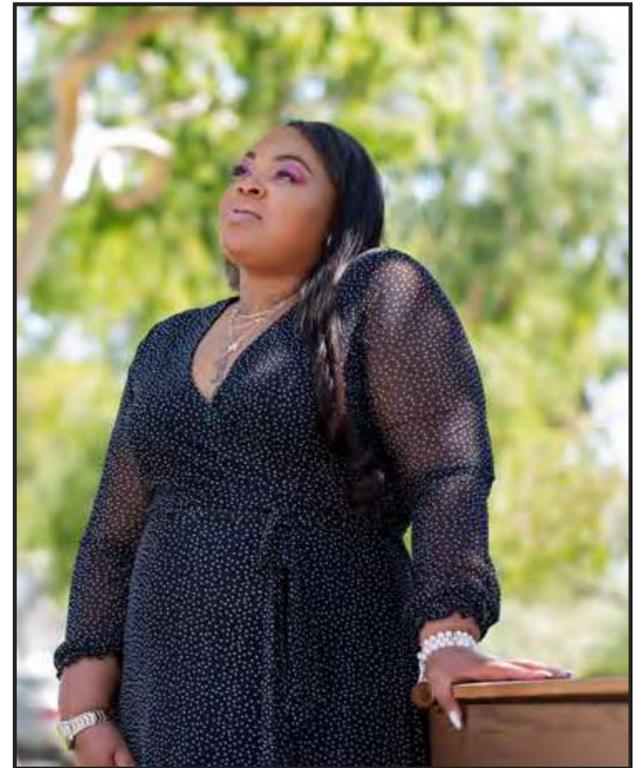
LaTanya is living independently with her two sons and is a Housing Coordinator for A New Way of Life.

After substance misuse led to incarceration and the loss of custody of her children, LaTanya found herself down a long road to reentry.

When released, she found the rehabilitation services she needed and began the process of regaining full custody of her children. While completing parenting classes, she was in need of a stable place to live. That's when LaTanya found A New Way of Life, which she now calls the "icing on her cake."

LaTanya is now a housing coordinator for A New Way of Life and just moved into her own apartment with her two sons. LaTanya's daughter was accepted to Berkeley and will begin classes in Fall 2021.

LaTanya has dreams to open her own reentry project one day and to keep Ms. Burton's mission alive. LaTanya's ambition is the driving force for all her accomplishments.



A New Way of Life Reentry Project

Statistics are stories that deserve to be told. A New Way of Life's annual report tells the stories of those they serve and the lives they impact.

THIS YEAR,

317 fighters improved their boxing skills and had an average GPA of 3.3,

community members enjoyed over 66,000 lbs. of food through our food party, &

fighters grew their knowledge of computer science, money management, and more.

2022 HAS BEEN AMAZING.

THANK YOU.



"I'm most proud of getting my grades up
It feels good because I can get into a
good collage and a good high school."
-Alejandro

The Bloc Chicago

This youth-focused org's fiscal year ends in June, making winter the perfect time to cherry-pick compelling impact info collected for their annual report.

**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.

**When you're done with
your annual report, send
us a copy!**

**We'll give you all the praise
you need to publish.**

**You did hard things this
year, and we're proud of
you.**

You. Are. Awesome.

fünraise