



ANNUAL REPORT TIP SHEET

Build a one page annual report (OPAR) to celebrate your year



WHY AN ANNUAL REPORT

I used to jokingly tell my team when we had an event, "if we don't take pictures, it never happened." It is kind of the same for capturing the great work your nonprofit does in an annual report. If you create a snap shot of your year and celebrate the wins,

everyone can be informed and inspired by the amazing impact. For donors, staff, community leaders and other nonprofits your annual report becomes a one page way to tell your story in a current and concise format. So why an OPAR? It will be the best tool to raise money, recruit volunteers, engage participation and attract new donors to your organization all year long.

WAYS TO SHARE YOUR REPORT

Once you have written, designed and printed your OPAR, here are some ways to share and use it to further your cause:

- Mail it with your donor receipts in January
- Mail it as a separate piece to all your mailing list
- Create a digital format and email as a news letter
- Send it to foundations who give or who you plan to write proposals to in the new year.
- Bring it to in person meetings and use as leaving piece
- Put a link on your website
- Load it to your Guidestar
- Share in whole and parts on social media





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What to include on your one page annual report:



TELL THE STORY

- One great client story in 1-3 short paragraphs.
- 2-4 pictures from the year of your org providing services and at signature events

SHARE NUMBERS

- Total funds raised for the year.
- 2-3 top achievements from the year such as clients served or hours of programming.



ORG BASICS

- Small picture of the Executive Director/CEO with a word of thanks and their name signed
- Mission Statement
- Org Contact Information

