

HOW TO HAVE SUCCESSFUL DESIGN PLANNING

Preparing for the Donor Impact Report Planning Call

Impact Reporting is a great stewardship strategy that allows you to show your donors and potential donors what change they are making or could be making through your organization with their gifts. Designs should be **EASY TO DIGEST**, interesting to look at, and used to present valuable information in a ✨**FUN** ✨ way.



THINK ABOUT THE PACKAGE:

Envelopes:

- Donor impact reports should stand out from your regular appeal mailings. We recommend using a 6 x 9.5 or larger envelope.
- It's great to add a tagline to excite the donors about the contents.

For example:

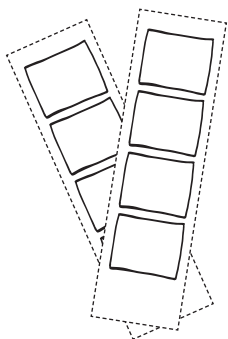
☀️ *Your Impact
Report Enclosed!*

**YOUR COMMUNITY
APPRECIATES YOU!** ☀️

- Add a return envelope to your package. It can be a soft ask using a regular #9 return envelope, or you can use a full flap remit and make it more transactional with static asks or options for memorial giving, etc.

Report:

- How much content is there? We want to make sure there is enough room for photos & graphics. From there, decide if 2 pages will be sufficient, or if the size should be increased to 4 or 6 pages.



PHOTOS

- Most photos should directly tie into the stories in the report. These can be of clients receiving services, volunteers and staff providing services, events, programs, and updates on any hurdles/ projects you've communicated with them about in the appeals.
- Impact Reports should have a lot more photos than appeal letters. This is your chance to show the donor and potential donors their impact.

INFOGRAPHICS

- Infographics are a way to present “numbers” in a more visually appealing and digestible way.
- Consider these examples for infographic information:


OF PEOPLE SERVED

 RAISED FOR SERVICES

 FUNDRAISING GOALS REACHED

 OF VOLUNTEERS & TOTAL HOURS