



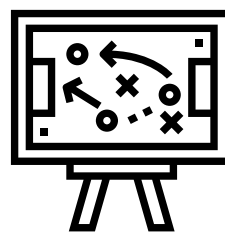
10 TIPS TO BOOST YOUR IMPACT REPORT



VISION

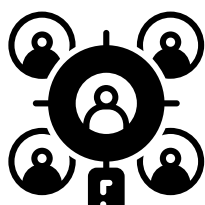
Be sure you know what your vision and high-level objectives are and that you can measure against them with a suite of Key Performance Indicators (KPIs).

MAKE SURE YOUR STRATEGY AND BUSINESS PLAN SUPPORT YOUR VISION AND KPIS



ENGAGE YOUR AUDIENCE

Measure activities and their impact. Report using a combination of data, graphics and case studies.



KEY PERFORMANCE INDICATORS

Involve your whole team in the vision and create buy-in at all levels towards achieving organisational KPIs.



DEMONSTRATE IMPACT AND CONTINUOUS IMPROVEMENT



DEVELOP ACTIVITY AND IMPACT DATA COLLECTION PROCESSES THAT ARE EASY TO COLLECT AND RELIABLE.

CULTURE

Create a culture of learning and continuous improvement sponsored by the CEO, the Chair and management.

Identify and understand all your stakeholders making sure that your activities and impact address their needs.



STRUCTURE YOUR REPORT

Structure your impact report to include key important statements at the start – an executive summary to align with your vision and organisational purpose.

KEEP IT SIMPLE

Write in simple, easy to understand language and avoid flowery or complex language. The fewer acronyms the better, especially ones that may not be familiar with your audience.



Celebrate your charity's success!

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OUR THANKS TO STUART WEST FOR SHARING HIS EXPERTISE.

Stuart West is a Cranfield Trust volunteer supporting charity's in Wales with business strategy, business planning, change management, and impact reporting.