

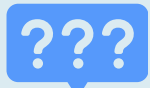
IMPROVEMENT *Burst*

Reporting to Funders with Impact



what is it?

A strategy for crafting **funding reports that are clear, concise, and compelling**—without spending hours rewriting.



why it works?

Funders want to see results, not just numbers. A strong report **tells a story, highlights impact over activity, and strengthens future funding relationships.**

Reflection: Why this matters to you ?

Before applying these reporting strategies, consider:

- **What do my funder reports currently lack?** Are they too long, too data-heavy, or missing a compelling story?

- **What has stopped me from improving my reports in the past?** Limited time?
Uncertainty about what funders want?

- **What will be different now?** How can I make reports more engaging while keeping them efficient to produce?



How to Use It Right Now ?

1. Follow the “3-2-1” Rule:

- **3 key outcomes** (What changed because of the funding?)
- **2 compelling stories** (Who benefited? How did their lives improve?)
- **1 simple data snapshot** (A quick metric funders can share).

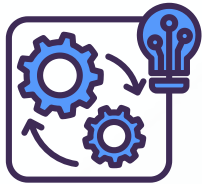
2. Make the Funders the Hero – Connect their **investment to impact**:

- Instead of *"We served 300 families,"* say *"Thanks to your funding, 300 families secured stable housing."*

3. Keep It Brief & Visual – Use **bullet points, charts, and bolded highlights** to make reports easy to scan.

4. Include a “What’s Next” Section – Show funders **how their continued support will drive future impact**.

5. Send Reports Before the Deadline – Being **proactive builds trust** and increases chances of renewed funding.



Example in Action

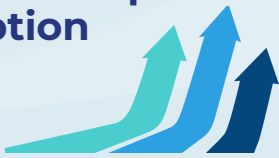
Instead of:

"This program provided services to 500 clients."

Try:

"Because of your investment, 500 individuals gained job skills, and 75% secured employment within three months."

Power-Up Option



Create a **reporting template** that can be quickly updated instead of starting from scratch each time.