

Impact Report Canvas

Your Guide to Truly Impactful Reporting

Project Name:

Date:

LEADERSHIP MESSAGE Is it concise, visionary, and engaging?	MEMORABLE HIGHLIGHTS Do they reinforce the theme and grab attention?	PROGRAM SUCCESS Are outcomes measurable? Can data be visualized better?
IMPACT NARRATIVES Are the stories personal, inspiring, and relatable?	THEME Why are we building this report?	FINANCIALS Are they transparent, clear, and tied to impact?
READER EXPERIENCE Which format do donors prefer, digital, print, or email?	PERSONAL CONNECTION Does it feel personal and celebrate impact?	DESIGN / AESTHETICS Is it modern, balanced, and easy to read?