Reporting Your Results

how (and why) to write compelling and impactful grant reports

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know your audience

Who's going to read your report, and why?

- USDA AMS Staff
- Future LFPP and FMPP grant applicants
- Grantees
- Other funders
- Members of Congress

Your final reports will be published online for a general audience

why grant reports matter to USDA AMS

- Your performance
- Reporting
- Evaluation
- Decision-making
- Accountability
- Publicity
- Collaboration
- Technical assistance
- Justifying future $$$

why grant reports should matter to you

This is your time to shine

Opportunity to build a relationship with the funder

Plant the seed for future funding

This year’s grant report = next year’s grant application

overview of the final report

Executive Summary

Objectives

Accomplishments

Challenges

Outcomes and Indicators

Partnerships

Publicity

Community Feedback

Budget

Lessons learned

Future work

a good report

- Is accurate
- Is concise
- Is well-written
- Has objectives that match
- Describes work activities that are accurate
- Is honest about challenges

Common Pitfalls

USDA AMS regularly sees a common set of mistakes or pitfalls in the following sections of grant reports:

- Objectives
- Accomplishments
- Outcomes and impacts
- Partners
- Lessons learned

begin at the beginning

Who’s on your team?

Who and how will you collect your data?

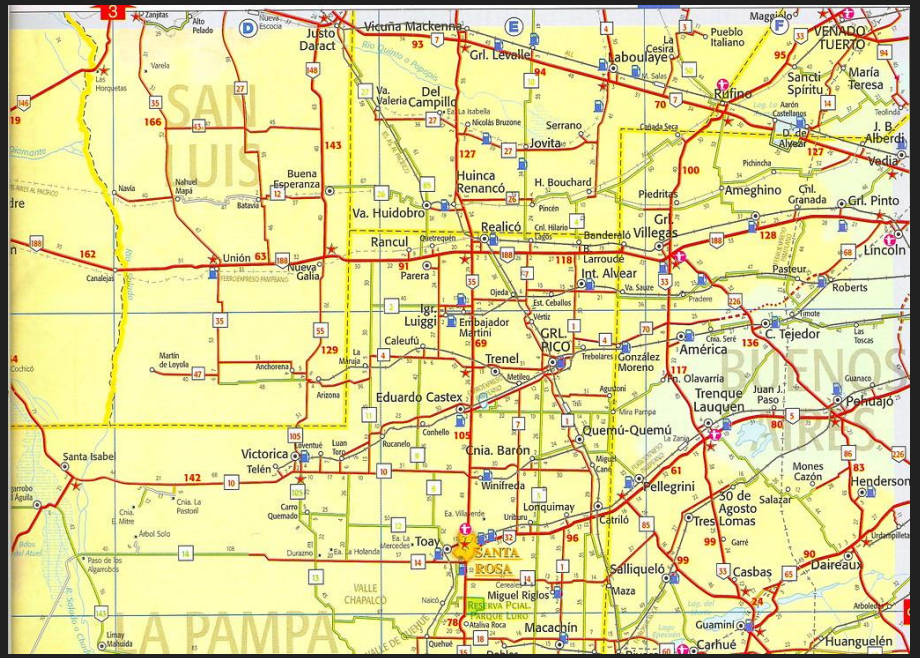
Who and how will you document your project?

Who and how will you track your budget?

your application is your roadmap

Use your application as a starting place and a guide as you develop your report

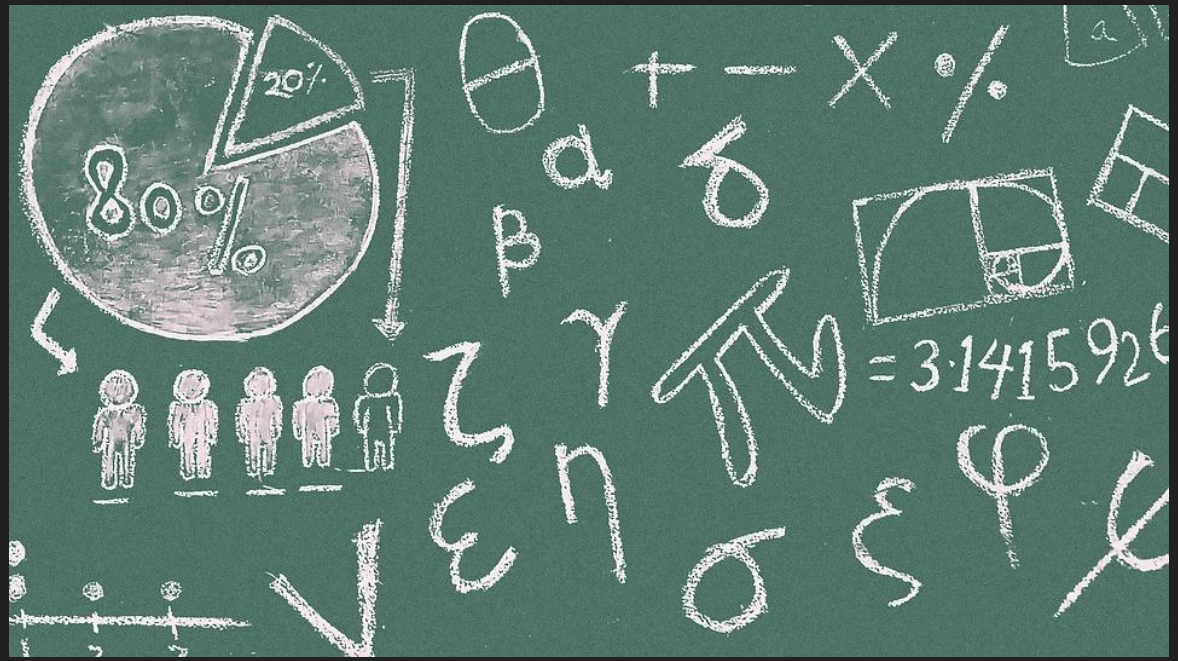
Take notes along the way, to refer back to as you're writing your report



reporting with integrity

Is your data:

- Honest?
- Replicable?



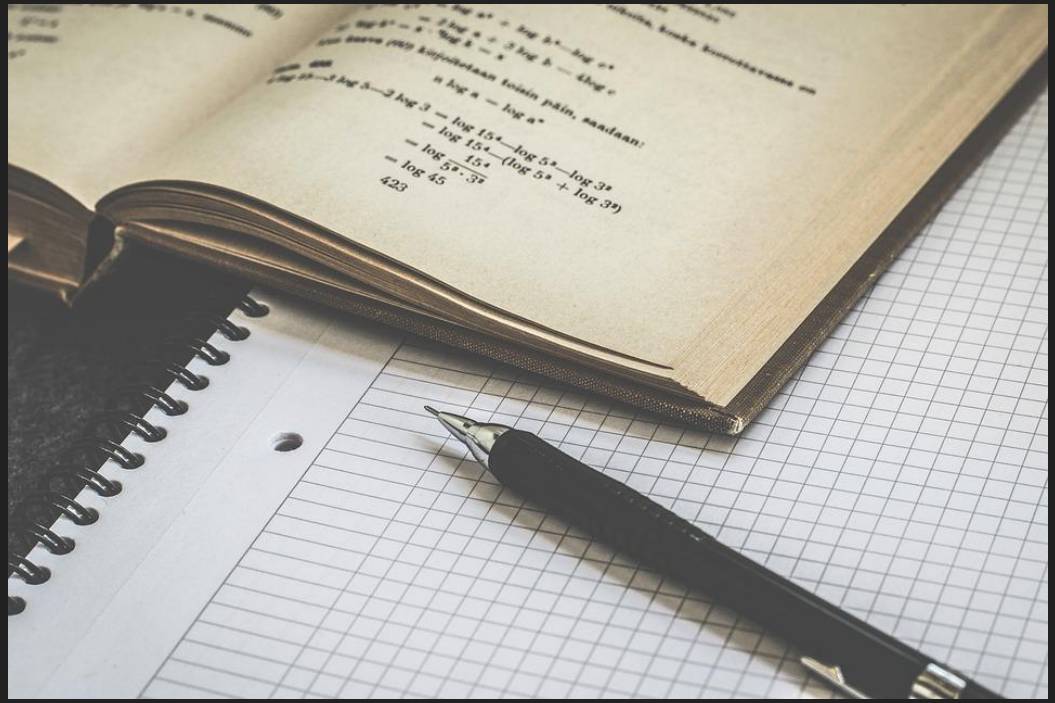
accomplishments: outputs vs. outcomes

Outputs	**Outcomes**
What did you do?	What was the result?
Mailed 35,000 outreach postcards	Weekly customer turnout increased by 500
Taught 17 marketing workshops to new farmers	Farmers' sales increased by 15%
Created a new website and social media accounts	CSA purchases rose by 62 each month

lessons learned

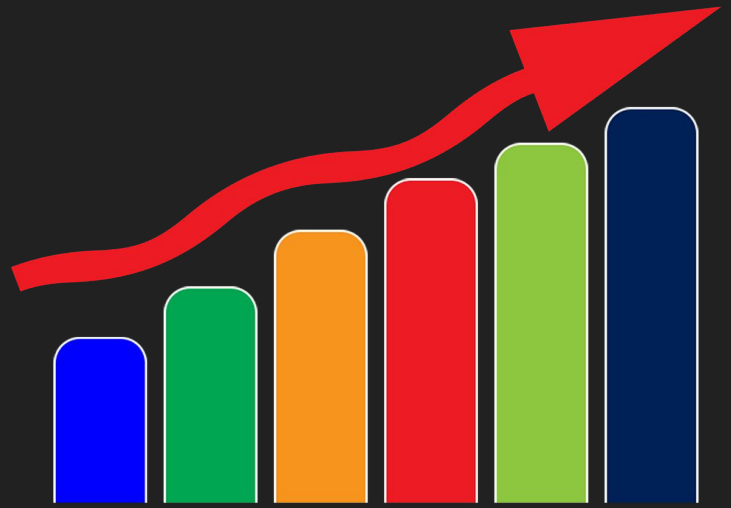
Valuable to the public and other grantees

Should be focused on experiences/substance of the project, not grant administration

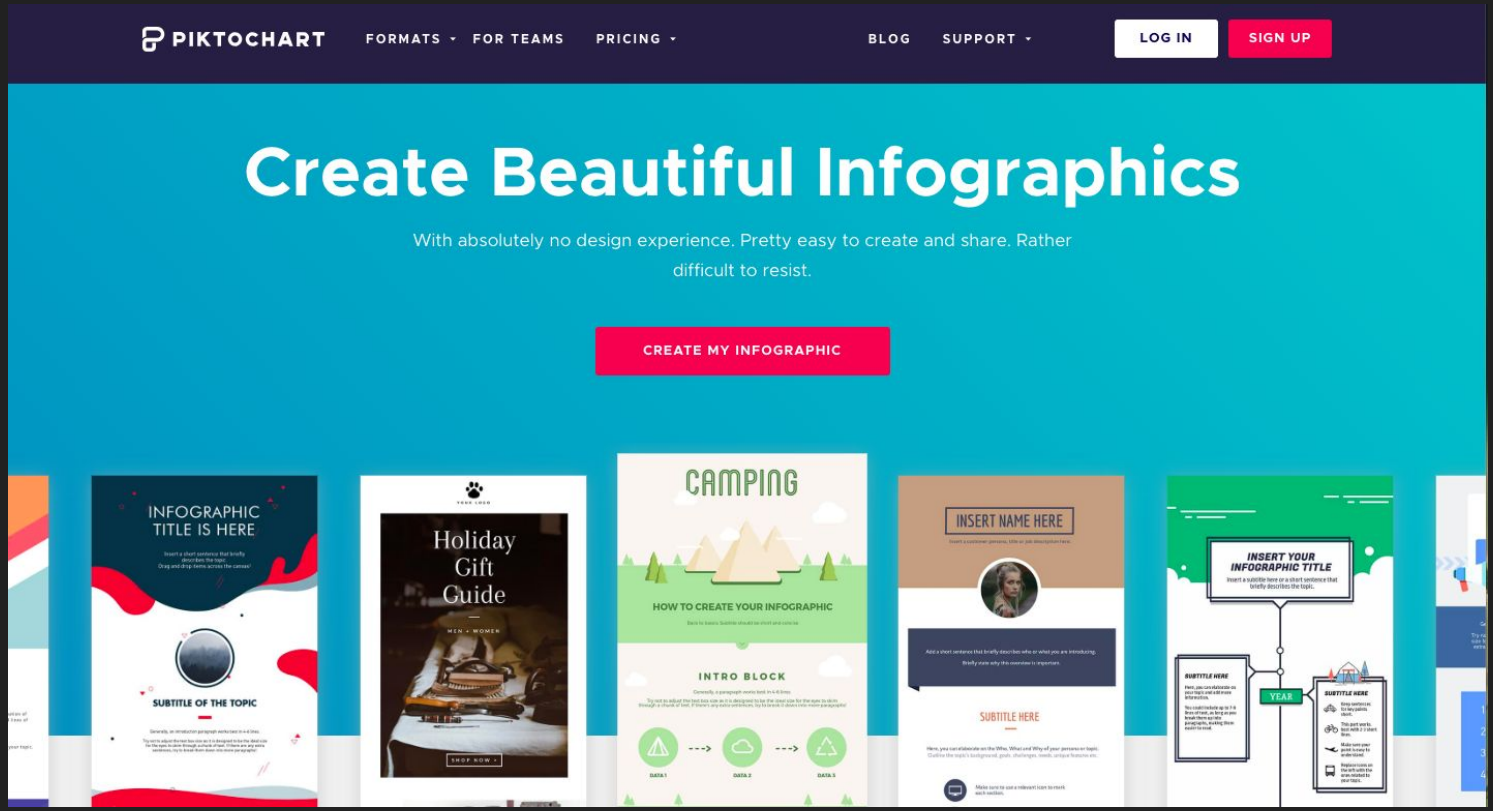


a report worth reading

Readers respond differently to different types of information; include a robust mix of qualitative data (stories and anecdotes) and quantitative data (outputs and indicators)



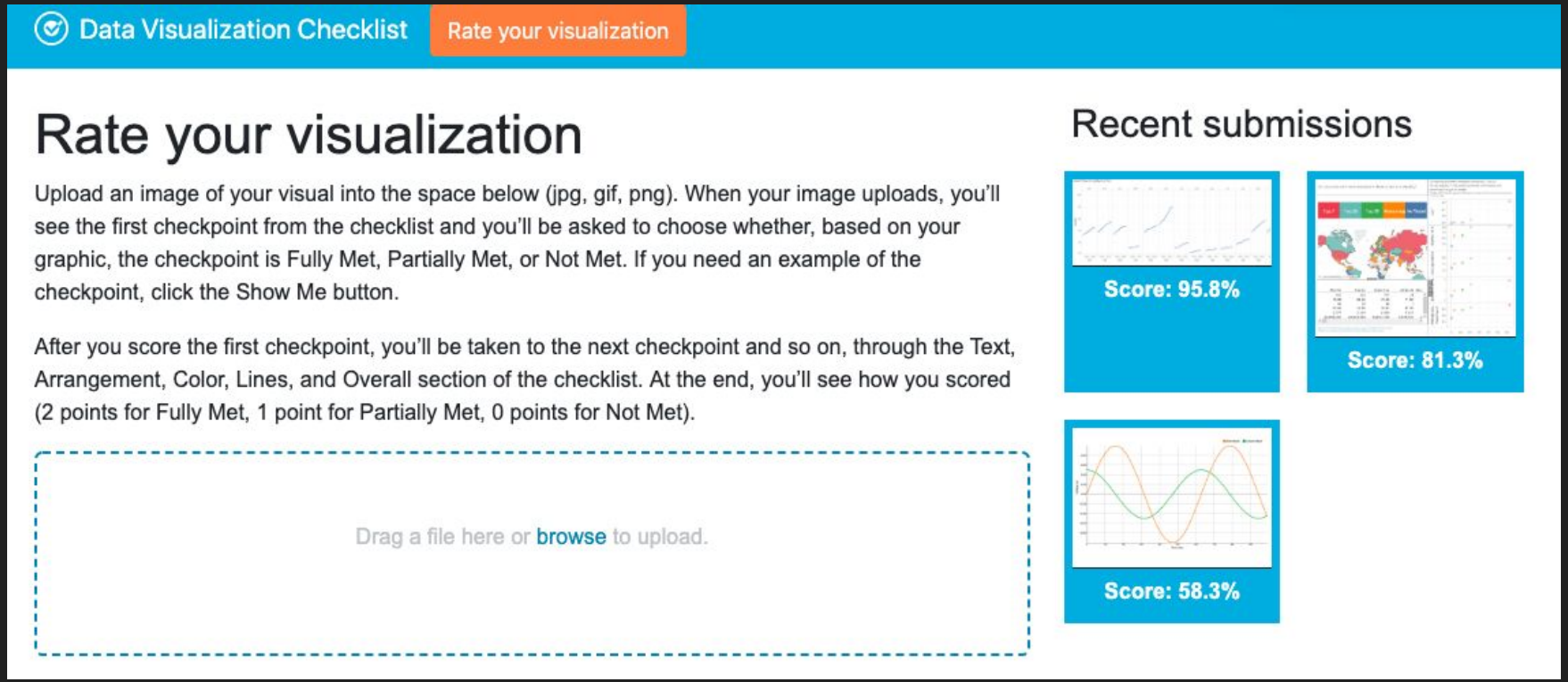
a few helpful tools: PiktoChart.com



a few helpful tools: Claxon Wordifier

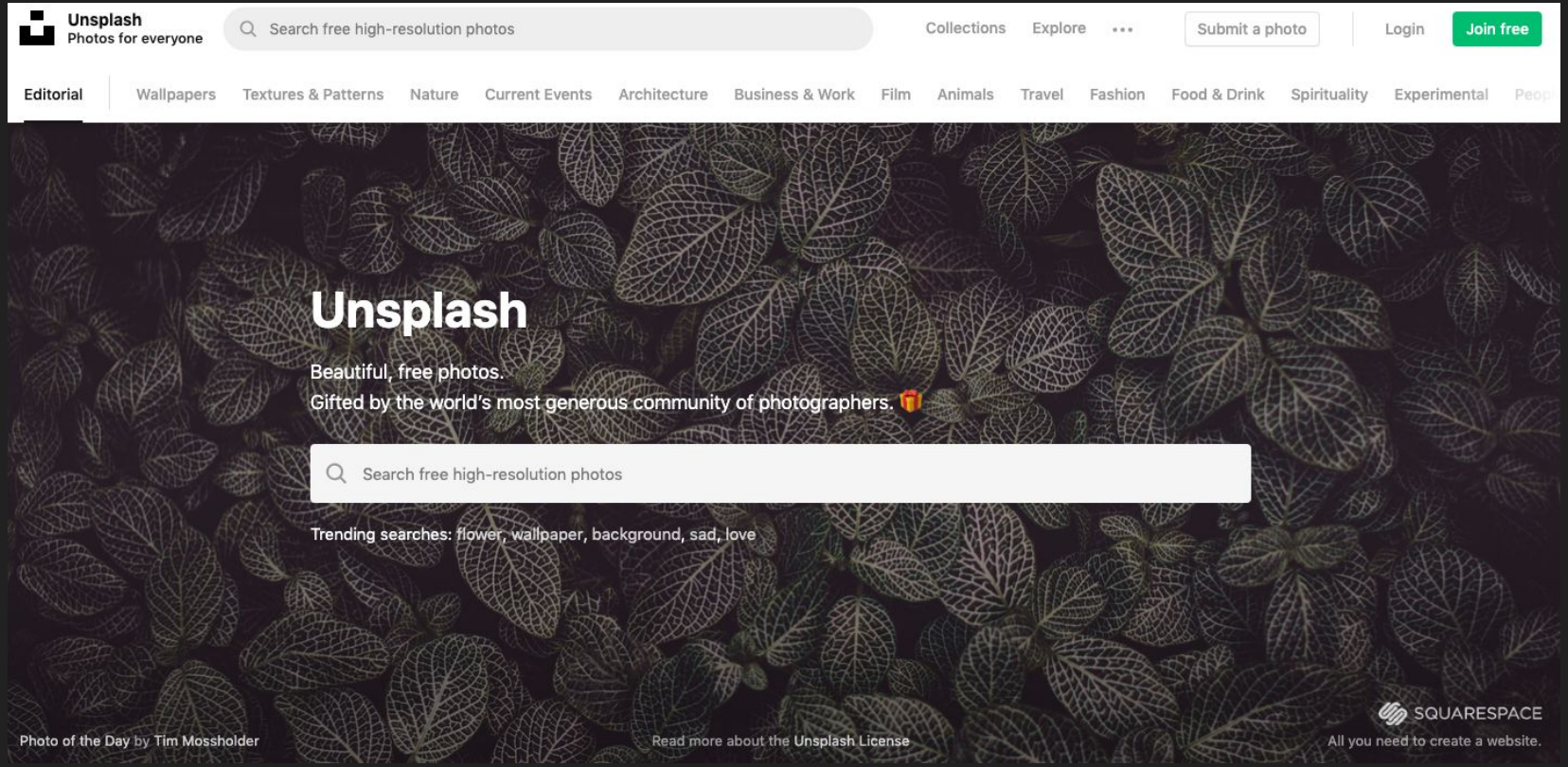
http://www.claxonmarketing.com/wordifier/

a few helpful tools: data visualization checklist

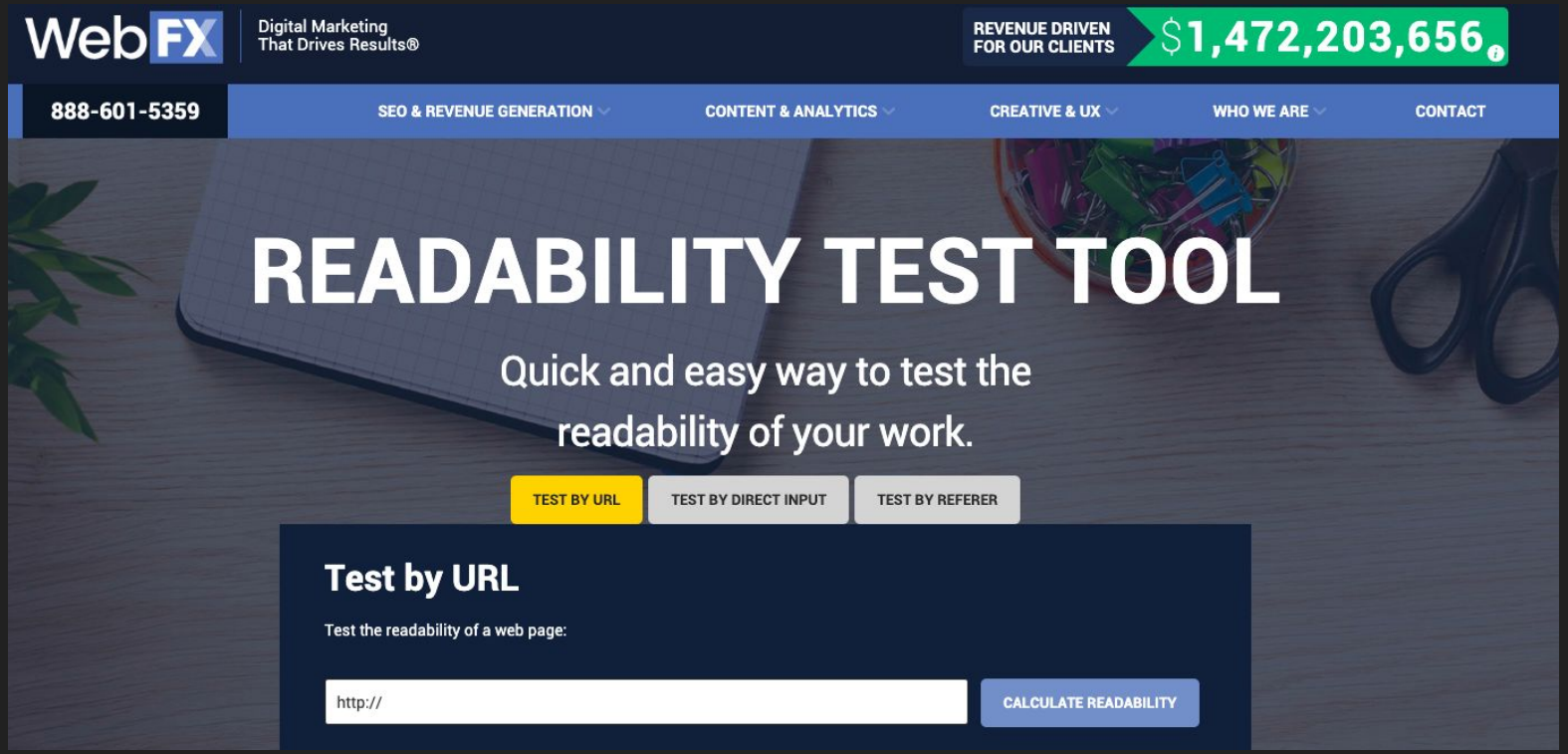


https://datavizchecklist.stephanieevergreen.com/rate

a few helpful tools: unsplash.com



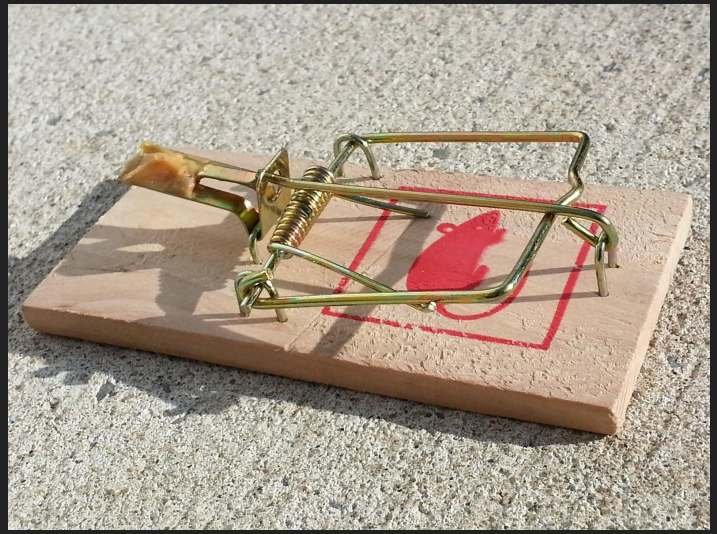
a few helpful tools: readability scores



https://www.webfx.com/tools/read-able/

summary: avoiding the pitfalls

- *Writing your report without involving your program managers*
- *Waiting until the report is due to collect or recreate data, take photos, or capture testimonials.*
- *Waiting until the report is due to track how your funds were spent*
- *Not referring back to your application*
- *Writing a report that no one wants to read (including you)*



summary: recommendations + best practices

Refer to USDA AMS's General Terms and Conditions for guidance

Set yourself up for success by planning for your report at the beginning of the grant period.

Report with integrity - honesty and replicability

Consider your audience

Bring your report to life with anecdotes, testimonials, photos, and data visualization (charts, graphs)

Spell-check and proofread!

Questions?

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