

# 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

Community Feedback

Objectives

Budget

Accomplishments

Lessons learned

Challenges

Future work

Outcomes and Indicators

Partnerships

Publicity



# 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?

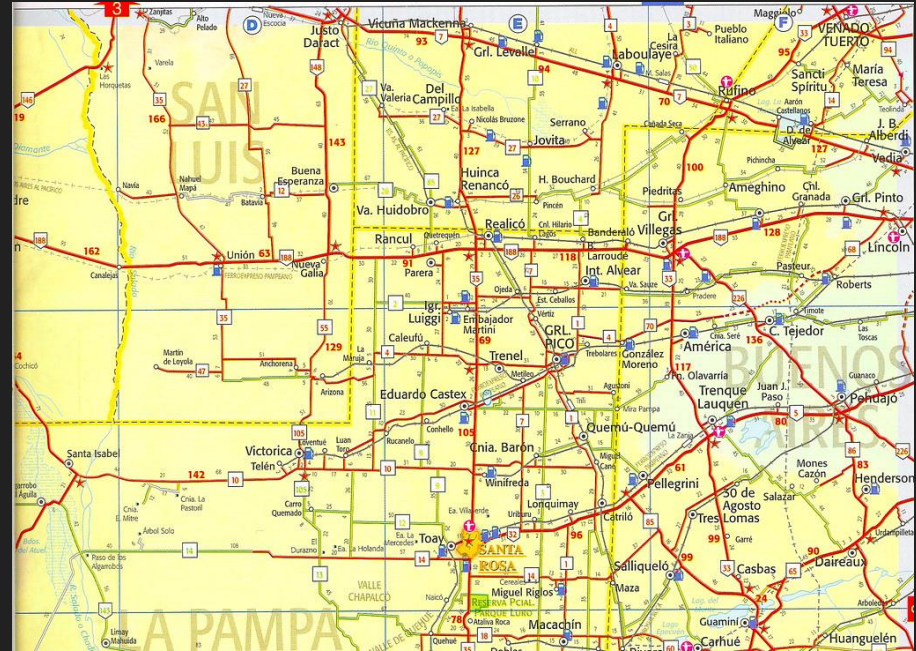




# your application is your roadmap

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

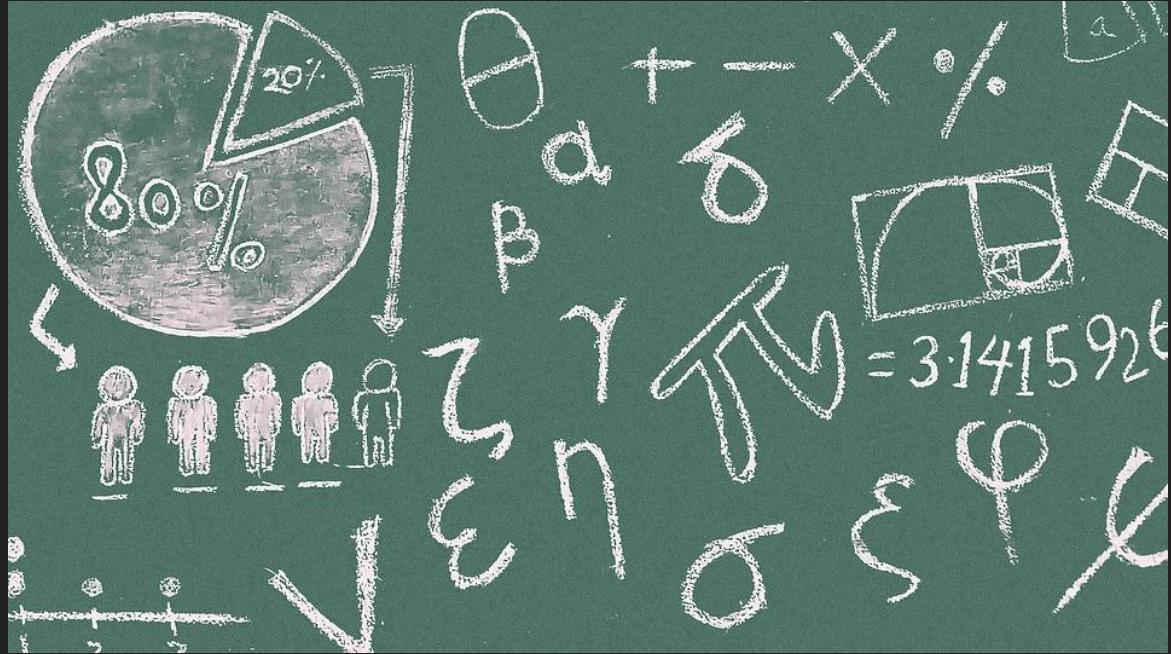
Take notes along the way, to refer back to as you're writing your report



# reporting with integrity

# Is your data:

- Honest?
- Replicable?



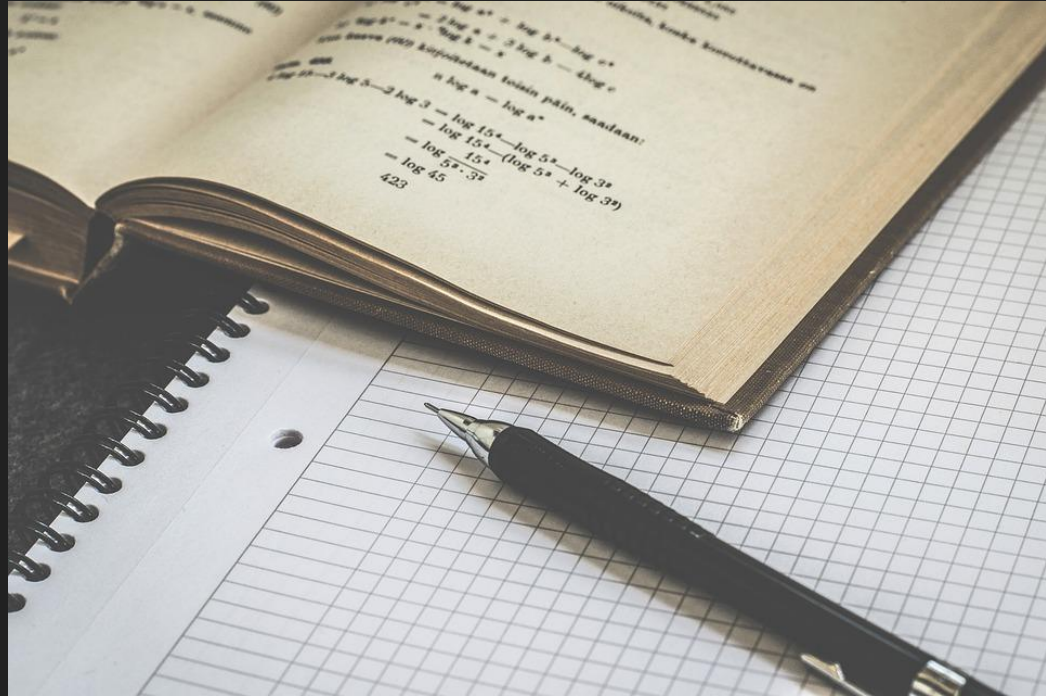
# accomplishments: outputs vs. outcomes

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

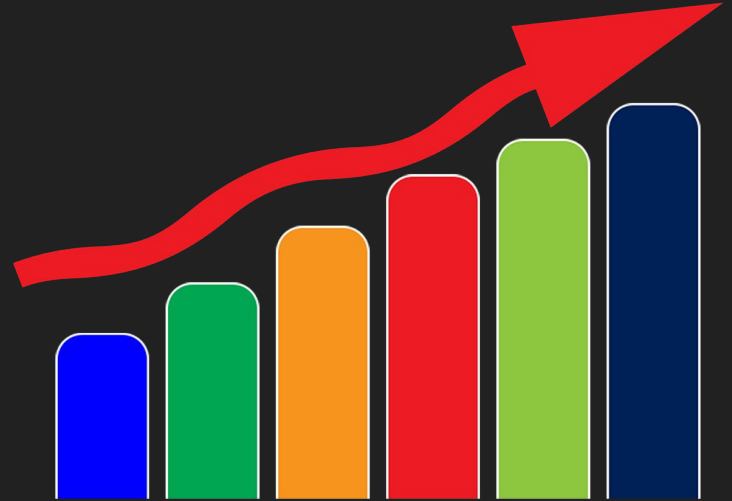
Valuable to the public and other grantees

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



FORMATS ▾ FOR TEAMS PRICING ▾

BLOG SUPPORT ▾

LOG IN

SIGN UP

## Create Beautiful Infographics

With absolutely no design experience. Pretty easy to create and share. Rather difficult to resist.

CREATE MY INFOGRAPHIC





# a few helpful tools: Claxon Wordifier



The Wordifier will tell you whether you should **stop using a word**, **use it with caution**, or **use it all you want!**

enter your word here:



## STOP!

That word is way overused by nonprofits, my friend. If you want your words to stand out, pick a word that's used less often...[bearing in mind these caveats, of course.](#)

community: a unified body of individuals  
[\[show more\]](#)

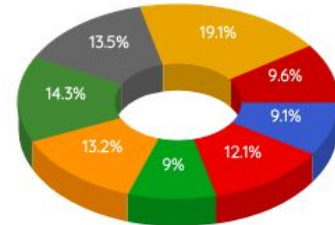
Part of Speech:

Merriam-Webster Collegiate Dictionary

Related Words & Synonyms for community

society set company body network lot clan  
crowd ring fraternity vocation pack  
brotherhood neighborhood fellowship circle  
bunch fold camaraderie colony correspondence  
likeness clique comparability comradery  
resemblance similitude coterie comradeship  
parallelism

Organizations using this word:



- Arts and Culture
- Educational Research
- Environment/Animals
- Health
- Human Services
- International
- Public/Social Benefit
- Religion

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

# a few helpful tools: data visualization checklist



Data Visualization Checklist

Rate your visualization

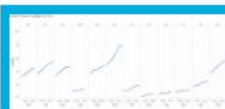
## Rate your visualization

Upload an image of your visual into the space below (jpg, gif, png). When your image uploads, you'll see the first checkpoint from the checklist and you'll be asked to choose whether, based on your graphic, the checkpoint is Fully Met, Partially Met, or Not Met. If you need an example of the checkpoint, click the Show Me button.

After you score the first checkpoint, you'll be taken to the next checkpoint and so on, through the Text, Arrangement, Color, Lines, and Overall section of the checklist. At the end, you'll see how you scored (2 points for Fully Met, 1 point for Partially Met, 0 points for Not Met).

Drag a file here or [browse](#) to upload.

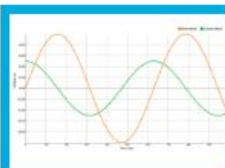
## Recent submissions



Score: 95.8%



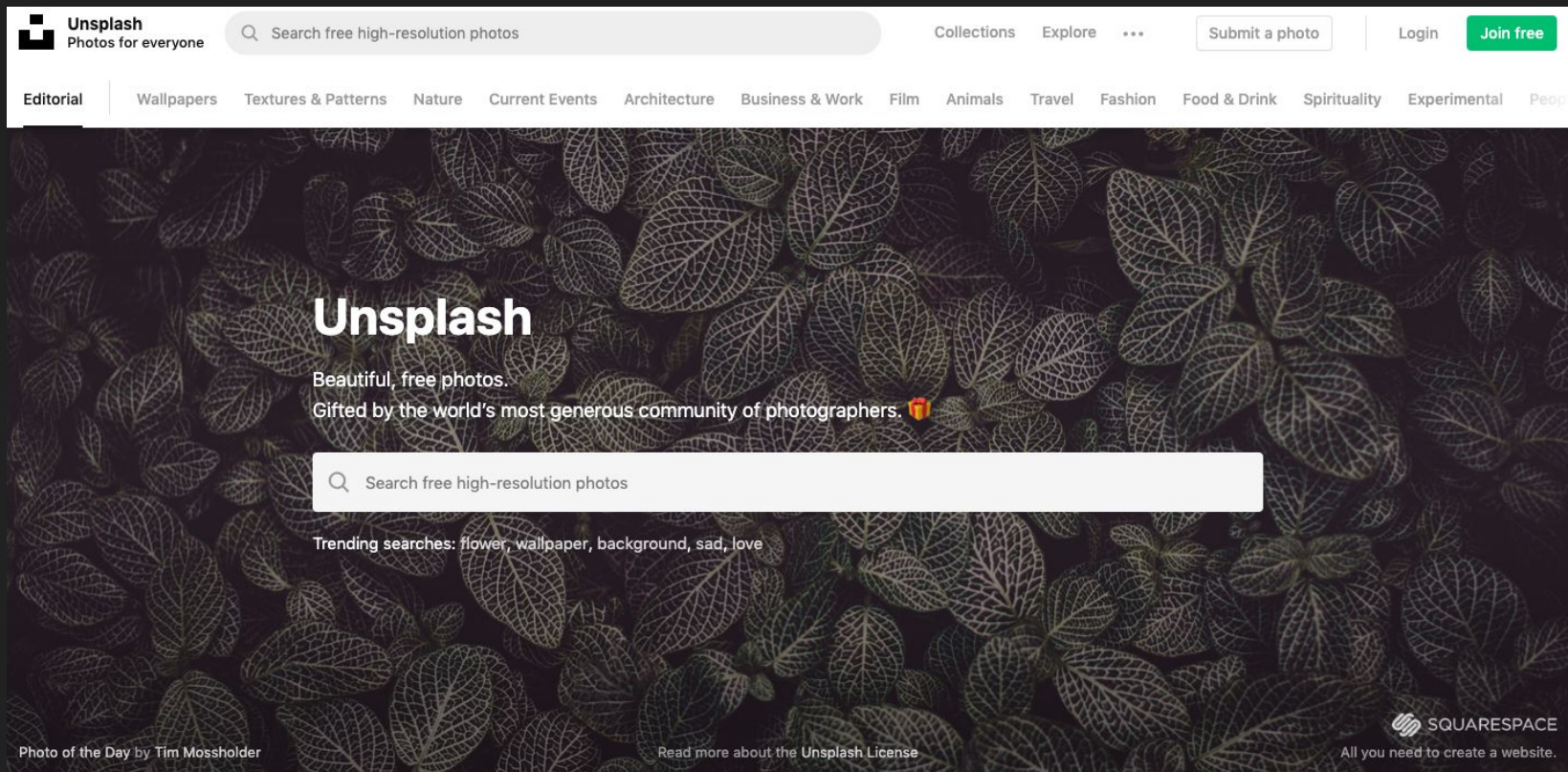
Score: 81.3%



Score: 58.3%



# a few helpful tools: unsplash.com



**Unsplash**  
Photos for everyone

Search free high-resolution photos

Collections Explore ...

Submit a photo

Login Join free

Editorial Wallpapers Textures & Patterns Nature Current Events Architecture Business & Work Film Animals Travel Fashion Food & Drink Spirituality Experimental People

## Unsplash


Beautiful, free photos.  
Gifted by the world's most generous community of photographers. 🎁

Search free high-resolution photos

Trending searches: flower, wallpaper, background, sad, love

Photo of the Day by Tim Mossholder

Read more about the Unsplash License

 SQUARESACE  
All you need to create a website.

# a few helpful tools: readability scores

The screenshot shows the WebFX website's navigation bar with the logo, tagline 'Digital Marketing That Drives Results®', a revenue claim of '\$1,472,203,656', and a phone number '888-601-5359'. The main menu includes 'SEO & REVENUE GENERATION', 'CONTENT & ANALYTICS', 'CREATIVE & UX', 'WHO WE ARE', and 'CONTACT'. The background features a desk with a notebook, paper clips, and scissors. The main heading is 'READABILITY TEST TOOL' with the subtitle 'Quick and easy way to test the readability of your work.' Below this are three buttons: 'TEST BY URL' (highlighted in yellow), 'TEST BY DIRECT INPUT', and 'TEST BY REFERER'. The 'Test by URL' section is active, showing the instruction 'Test the readability of a web page:', a text input field containing 'http://', and a 'CALCULATE READABILITY' button.

**WebFX** Digital Marketing That Drives Results®

REVENUE DRIVEN FOR OUR CLIENTS **\$1,472,203,656**

888-601-5359

SEO & REVENUE GENERATION CONTENT & ANALYTICS CREATIVE & UX WHO WE ARE CONTACT

# READABILITY TEST TOOL

Quick and easy way to test the readability of your work.

TEST BY URL TEST BY DIRECT INPUT TEST BY REFERER

## Test by URL

Test the readability of a web page:

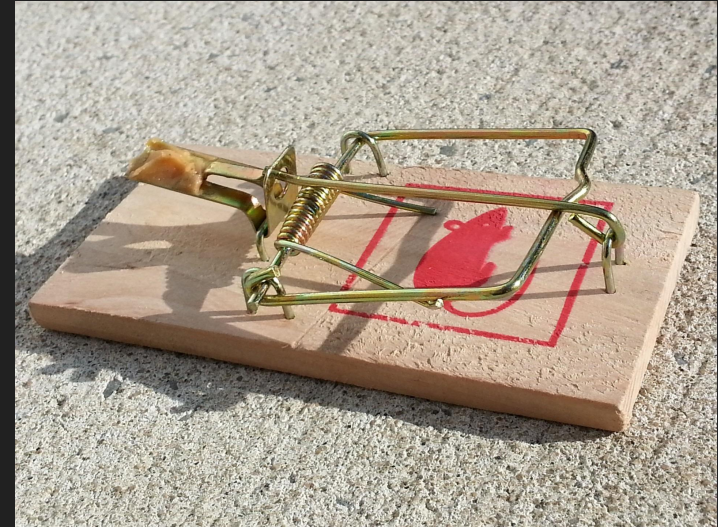
http://

CALCULATE READABILITY

<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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