



CREATING IMPACT REPORTS

What is an Impact Report?

An impact report is a snapshot of your church's work over a specific period, usually a year, painting a picture of your activities and finances. From spiritual growth and community outreach programs to financial stewardship, **an impact report provides a holistic view of your church's impact.**

But even more than that, impact reports create an opportunity to show your congregation what they've been a part of. The impact that they could never make on their own, but have collectively made as a church.

Even the most dedicated, involved member won't remember all that your church has accomplished over the course of the entire year. When done well, an impact report will not only serve as a reminder but also inspire even greater involvement in your church in the coming year.



Creating Your Impact Report

1

DEFINE YOUR GOALS AND METRICS

The first step in crafting an impact report is to define what “impact” means for your church. This is a collection of the milestones and effects of your church throughout the year. This could include the growth of your congregation, the success of community programs, or perhaps the number of lives transformed through your ministry. Once you have defined your goals, it's essential to decide on the metrics that will measure your progress toward them.

2

TELL YOUR STORY

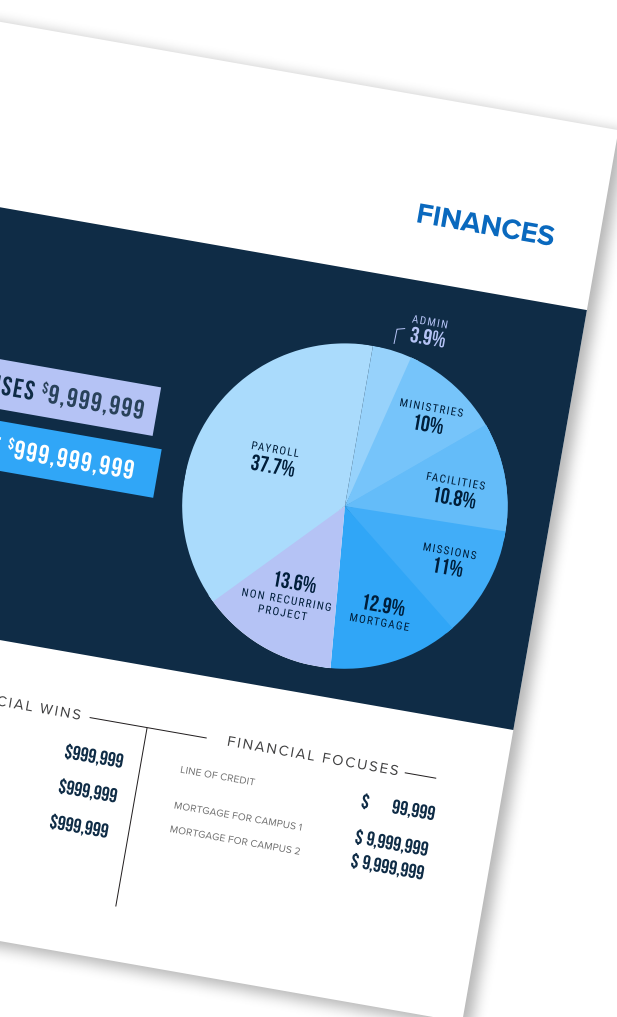
Use your impact report to tell the story of your church's work. Highlight instances where your church has made a difference, using both data and personal stories to illustrate your impact. This includes financial records, program outcomes, testimonies, and stories of transformation.

Try to weave a theme throughout the report, such as “transformation” or “power of community.” Allow the story to bring an emotional element to balance the data points. And if possible, use real, authentic images. Remember, a compelling impact report skillfully combines hard data with engaging narratives.

3

BE TRANSPARENT WITH FINANCES

Transparency builds trust. Dedicate a section of your report to your finances, showing your congregation exactly how their contributions have been used. This can detail sources of income your church received (e.g., tithes or grants), a breakdown of how the church spent its funds (e.g., ministry costs, global mission, staffing, facility maintenance), and significant financial achievements or milestones. One of the best times to get buy-in for the future is when people are fully aware of how faithful you've been with your resources in the past.



4

LOOK FORWARD

Use your impact report to outline your church's future plans and goals. By looking forward, you can build excitement and anticipation within your congregation and inspire continued support for your church's mission. This can include goals like growing outreach programs or expanding your church building.

5

SHOW GRATITUDE

An important aspect of your impact report is to express gratitude towards your congregation. The support they provide—whether it's their time, talent, or financial contributions—is what fuels your church's mission and enables its impact. Connect your expressions of gratitude to the impact that has been made.

Be sure to use “you” language, even if “you” means the church community as a whole (e.g., “You are shining the light of the gospel in our community”). Highlight the importance of what has been done because of your donors' faithful giving. Help your congregation see that it's their support that has enabled the transformational work detailed in the report.

YOUR Generosity HAS IMPACTED MANY

NEW CAMPUS – Our second campus launched with so much energy and joy on February 6th and the excitement continued with our Grand Opening on February 27th. We're seeing more and more people make the decision to follow Christ and are continuing to see new families on Sunday every week.

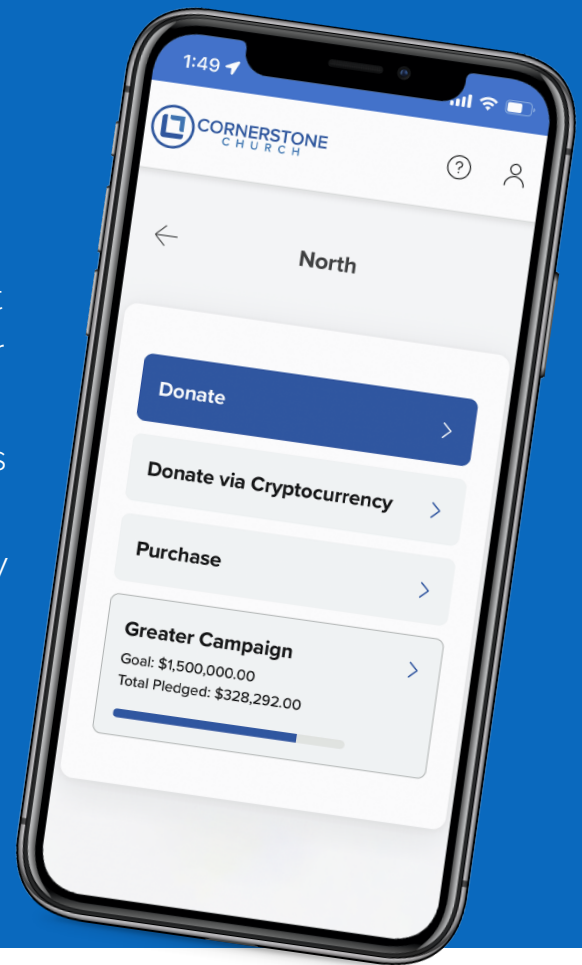
SUMMER CAMP – Our church donated nearly \$30,000 to sponsor kids attending our camps. Several weeks ago during our weekly student nights, one of the small group leaders was talking to her small group about camp. Several of the girls said they wouldn't be able to attend because their families could not afford it. The small group leader was able to share with the students about the generosity of Church and how there have been people in the church who have paid for their spot at camp. These students aren't believe someone would want to sponsor them!



6

INCLUDE AN INVITATION TO GIVE

When you're communicating the transformative work your church has been doing, it's a good practice to include an invitation to give. This isn't a hard ask, but a gentle encouragement for your congregation to further participate in the mission. Include a link or QR code where donors can give in the moment or include information about all the ways they can give. Make it as easy as possible for them to give. By coupling an ask for donations with the tangible outcomes their generosity has produced, you create a compelling narrative that can inspire further giving.



7

SHARE YOUR REPORT

After all the effort put into creating your impact report, you want to ensure it reaches as many people as possible. Sharing your report is about more than just distribution—it's about creating engagement and inspiring action within your congregation and beyond.

Here are some creative ways to share your impact report:

- Infographics
- Social Media
- Printed Booklets
- Email Newsletters
- Church Website
- Presentations



Here is an example of an outline for an impact report:

I. Introduction

- A. Letter from the lead pastor sharing the purpose of the report and reflecting on the mission and vision of the church

II. Executive Summary

- A. Key highlights from the year

III. Spiritual Impact

- A. Number of new members
- B. Baptisms/confirmations
- C. Testimonies of life change
- D. Discipleship and spiritual growth programs

IV. Community Impact

- A. Outreach programs and their results (e.g., number of people helped, meals served, etc.)
- B. Volunteer hours and initiatives
- C. Partnerships with local organizations

V. Global Impact

- A. Missions and their outcomes
- B. International partnerships and initiatives

VI. Financial Impact

- A. Overview of financial health
- B. Breakdown of income (tithes, offerings, donations)
- C. Breakdown of expenses (ministries, outreach, operations)
- D. Special projects funded

VII. Future Goals and Vision

- A. Goals for the upcoming year
- B. Long-term vision for the church
- C. How the congregation can be involved

VIII. Acknowledgments

- A. Thank you to staff, volunteers, and congregation
- B. Recognition of special contributions

IX. Conclusion

- A. Final thoughts and reflections
- B. Invitation for giving

Creating an impact report can seem daunting, but remember—it's about celebrating what your ministry has achieved and planning for what's to come. The power of an impact report lies in its ability to clearly communicate the broader picture of your church's influence, beyond Sunday services. It not only shares the tangible outcomes from your church's activities and financial stewardship but also helps your congregation appreciate the impact of their support. It's an opportunity to invite others to join in your mission, fostering a sense of shared purpose and community.