

Impact Study



DESIGNED TO HELP DRIVE YOUR IMPACT REPORT

Today it is more important than ever to have an effective Nonprofit Impact Report that is backed by research and data, one that measures nonprofit impact and communicates value in an effective manner.

AN EFFECTIVE IMPACT REPORT CAN:

- Drive new donors
- Communicate your non-profit's achievements to your board and donors
- Highlight your annual achievements
- Generate attention for your non-profit's cause

WHAT CAN NONPROFIT PRO & NAPCO RESEARCH DO FOR YOU?

We can work with your non-profit to develop an impressive Impact Report. We have the ability to leverage original and third-party non-profit industry research, a team of non-profit Analysts to analyze your non-profit's performance and highlight key performance indicators, and a professional Art team to strengthen and enhance your Impact Report.

Our NonProfit Pro Research team is led by Nathan Safran, a former Forrester Research Director with 20+ years of research industry experience, and multiple years conducting research for Non-Profit Pro and industry partners.

BENEFITS OF ENGAGING WITH NONPROFIT PRO RESEARCH TO CREATE YOUR IMPACT REPORT:

- Independent third-party research organization develops and produces your impact report, lending it third-party credibility
- Leverage expertise of NonProfit Pro Research team; expertise in both the nonprofit industry and research/data analysis methodologies and best practices
- NonProfit Pro art team can develop impact report in a variety of professional and impactful visual layouts
- Offload the time intensive and involved process of creating the impact report
- NonProfit Pro Research team will analyze your data and metrics, and identify the best way to tell your organization's story

USAGE & WAYS TO BUILD AWARENESS OF YOUR NON-PROFIT WITH AN IMPACT REPORT:

- Distribute to donors/potential donors to highlight impact
- Distribute to nonprofit Board to highlight impact
- Distribute to media to highlight impact
- Distribute to staff/volunteers to highlight impact
- Conduct Impact Webinars highlighting research findings

INTERESTED IN LEARNING MORE?

Let us know if you would like additional information. We would recommend setting up a brief conversation with key members of our research team to discuss your needs, timing, and review our capabilities.



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