

# Tailoring Your Corporate Partner Reports

Whether it's a \$1,000 or \$100,000 sponsorship program, nonprofits should track everything and provide a follow-up report tailored to the corporate partner's investment.

## What to Include in the Report

### PERSONAL THANK YOU NOTE

Add a short note from your executive director about how the grant and/or sponsorship made a difference in your programs.

### DATA POINTS

Include data on how many people, programs and/or services the partner's dollars supported.

### SOCIAL POSTS

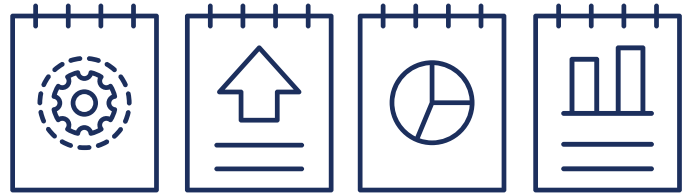
Include screenshots of posts highlighting and thanking the partner for their grant and/or sponsorship, along with analytics on reach, engagement, etc.

### NEWS

Add screenshots of any website placements, newsletter mentions, social media mentions or stories of the grant and/or sponsorship, along with analytics.

### PARTNER-BRANDED SIGNAGE

Include photos of any partner-specific signage at an event or within the walls of your organization.



### TESTIMONIAL

Share a photo and quote from someone who benefited from your program.

### VOLUNTEER PHOTOS

If a partner provided employee volunteers to your organization, include photos of volunteers in action alongside data points on their accomplishments (e.g., ABC Corporation provided 20 volunteers to plant 100 trees at our annual park cleanup this spring).

### EVENT PHOTOS

If a partner attended and/or spoke at an event, include photos of the partner attendees at the event.

## Pro Design Tip

Design a presentation under 10MB. (The more concise the deck, the more likely it is to be read and shared.) Email it to your partner and take copies to your next meeting. This type of recap will help when you request support, and it's a great way to remind the partner of ROI and provide a roadmap for future planning and partnership.