



Reporting on your Results

Description:

This tool provides the steps to follow in developing a report on your accreditation activities and successes.

How it can be used:

It is important to share the 'good news' and positive events that demonstrate the value that accreditation has brought to your organization and to your community. Also important is the need to report on activities in order to meet accountability requirements. Follow the steps to create a report that shares your message clearly and effectively.

Plan

1. Describe why you are developing the report.
 - a. What do we want to say? What are we promoting through this report?
 - b. What are we trying to achieve? Are we sharing information about a specific event or about the accreditation process overall?
 - c. What do we want to happen as a result of our report? How will we know if our report has made a difference?
2. Determine the type of report that you will prepare.
 - a. What is the best way to communicate our message? Do we need a long detailed report or a brief synopsis?
3. Be clear on who your audience will be.
 - a. Who is the report intended to reach?
 - b. Why would this report be of interest to them and how might it affect them?
 - c. Are there several different target audiences? Should we prioritize?
4. Decide where and how you will distribute the report.
 - a. Ensure we understand our target audience. This will determine how and where we distribute our report.
 - b. Is there a previous distribution approach that worked well (e.g., community radio or flyer)?
5. Set a date to release your report.
 - a. Is there an accreditation requirement that is based on a certain timeline?
 - b. Are any accreditation steps or events awaiting the results of this report?
 - c. Is there an event/meeting where the report should be available?

Create Content

6. Decide on what you want to say.
 - a. What are we trying to present?
 - b. What is the story or narrative we are seeking to tell?
 - c. What have we done that makes us proud?
 - d. What does our community need to know about the process of accreditation and what have we accomplished to date?



7. Choose a main theme.
 - a. What are four or five key points that we wish to convey to our target audience about the process or accreditation results?
 - b. How can we summarize them in short, concise points so they can be remembered and repeated?
8. Consider how the content aligns with audience values and goals.
 - a. How can we present our work as supporting the ideals of our audience?
 - b. How does the accreditation process within our organization make a positive contribution? (Consider leadership, community, funders, partners, etc.)
9. Use terms that are familiar to your audiences.
 - a. What vocabulary would be most comfortable for each of our audiences?
 - b. How can we ensure our message is understandable to people both inside and outside our organization?
10. Provide content 'extras' that make your report more compelling.
 - a. How can we add content that is visually and emotionally appealing?
 - b. What stories, examples, testimonials or pictures could we use to enhance our report?
11. Experiment with how your message would look in different formats.
 - a. What format would increase our chances of reaching our target audiences?
 - b. Would we choose a community news release, a report, a newsletter, poster, Facebook post, update on our website, radio spot or something else?
12. Consider how you would "brand" your report.
 - a. Do we have an organization logo and tagline that we would include?
 - b. Can we ensure that all our materials fit together as a visually coherent collection?
13. Maintain high quality in the content and the format.
 - a. Are there any templates we can use to help us produce this efficiently and effectively?
 - b. Who can do edits and revisions to ensure our report is of high quality and honours our accreditation successes?

Distribute

14. Decide where and how you'll share the report.
 - a. How can we build awareness of this report?
 - b. Do we need to get on an agenda to present our report?
 - c. Should we put promote its future availability in the community paper or on the radio?

Evaluate

15. Assess how well your message was received?
 - a. Did our audience(s) understand the value that accreditation has brought to our organization?
 - b. Did we provide an opportunity or venue for people to ask questions?
 - c. What could we do differently next time?