

Reporting Success - Even *Good* News Can Be Fraught With Risk

Chris Croll

chris@crollventures.com

Croll Ventures, LLC &
Nonprofit Risk Management Center

www.nonprofitrisk.org

Channels Where Nonprofits Report Success... and some risks to consider

- Press Release
- Website
- Social Media
- Weekly eNewsletter
- Board Communiques
- Speaking Engagements/Events
- 990



www.nonprofitrisk.org

“Flavors” of Success and Associated Risks

- Financial Success
- Mission Success
- Campaign Success
- New hires and Board members



Risks of Not Reporting Success...

- People may assume no good news = bad news
- “No hope” syndrome
- Donors may feel duped
- Missed market opportunities



...find the answer here

Thank You!

Questions?

chris@crollventures.com

www.nonprofitrisk.org