

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

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

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



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“Flavors” of Success and Associated Risks

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



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Risks of Not Reporting Success...

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

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Thank You!

Questions?
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