

Impact Reporting & Communication:

An Overview and Model for MainStreet/ACD Programs

Eduardo Martinez

NMMS Revitalization Specialist in
Organization and Leadership Development

Cam Wilde

NMMS Revitalization Specialist in
Graphic Design & Marketing

Amy Barnhart

NMMS Revitalization Specialist in
Preservation & Non-Profit Development

Julia Royal

NMMS Revitalization Specialist in
Graphic Design & Marketing



WHY an Annual/Impact Report?



- Provide **local government partners** with information about your performance, impact, and your leveraging of resources. **Supports contract negotiations!**
- Communicates your position as an economic catalyst for the community.
- Strengthens relationships with **community stakeholders, business/property owners, and residents.**
- Share vision for the future and generate resources (**volunteers, donors**, etc.).
- Supports your MSA Accreditation.





Performance Standards

- I. Broad-based community commitment¹**
- II. Inclusive Leadership & Organizational Capacity**
- III. Diverse Funding & Sustainable Program Operations**
- IV. Strategy-Driven Programming**
- V. Preservation-Based Economic Development**
- VI. Demonstrated Impact & Results²**

¹ FOCUS AREA III: Communications and Public Relations, INDICATOR III-d.

² FOCUS AREA III: Promoting Progress and Demonstrating Impact and Results, INDICATOR I-d.



Performance Standards, SECTION VI, FOCUS AREA III, Promoting Progress and Demonstrating Impact and Results

INDICATOR I: The district's revitalization programming, achievements, stories, and reinvestment statistics are promoted. Examples of how these are demonstrated include:

- a. Sharing through the Coordinating program reporting system according to the timeline outlined in annual agreements.
- b. Sharing with district stakeholders, local units of government, anchor organizations, funders, and the community at large.
- c. Highlighting and publishing success stories of impactful projects on digital platforms (website, social media channels, etc.) and local media outlets.
- d. Publishing and distributing an annual report and summary of revitalization statistics.**
- e. Highlighting key statistics and testimonials on website and other marketing materials.

Elements of the Impact Report



MINIMUM EXPECTED

- Message from the Director
- Mission Statement
- ETS's
- Impact Data
- Project Highlights (3-6)
- Looking Ahead
- Board/Staff Roster
- PHOTOS!

OPTIONAL

- Vision Statement
- ETS Project Lists (current)
- Outcomes & Highlight Stories
- Quotes
- Donors, Funders, Contributors
- Board/Bios and Photos
- Volunteer Acknowledgements
- Financials

General Guidelines



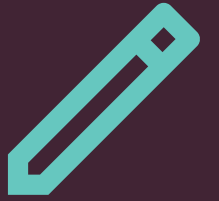
1. NMMS prepares the report that aligns with your brand; only minimal editing without a service request.
2. Think **VISUAL!**
3. Secure photo permissions and credits.
4. Period covered (data): 1 year vs. multi-year. *You already have data from quarterly report submissions; add TA values.*
5. Wordsmithing is essential before submission.

General Guidelines



6. If you have multiple projects, pick those that: a) have the greatest impact to the district, b) cross the Four Points. (note: balance the highly visible projects with those that people need to know about).
7. Present a vision of what's coming in the Looking Ahead section (generates excitement, support, resources, etc.).
8. Recognize, acknowledge partners, donors, contributors.
9. Be clear and succinct when reporting financials.
10. Partition the Impact Report from other communications, but use to support other messages to stakeholders and constituents.

ETS's & Project Lists



Strategy 2

Support Local Business Needs and Lead Economic Revitalization in the District

Facilitate a sustainable, diverse economy that meets the needs of locals and visitors. Encourage a strong, diversified entrepreneurial environment where existing businesses and startups can thrive. Support an appropriate mix of retail, restaurants, entertainment, and housing in the district.

-
- Convening monthly meetings of the TMS Merchants Advisory Council for the purpose of identifying needs and priorities of existing businesses and prioritizing projects and solutions to support business retention and recruitment
 - Continue and expand **Business Alive Project**
 - Coordinate with Taos County on redevelopment of the old County Courthouse facilities on Taos Plaza for the purposes of creating a downtown shared workspace center
 - Implement **1-3** events/activities annually that bring people to district businesses
 - Compile and disseminate information to district businesses with respect to funding and training resources to help stabilize operations and safely adapt to current climate

CLARIFY NAMES

**ELIMINATE
UNNECESSARY
CONTENT**

Period of Data Coverage



AT A GLANCE · OUR 2021-2022 IMPACT



6,902
People Engaged



49
Businesses Served



20
Events Implemented



2
Design/Placemaking Projects Completed

13

Net New Jobs Added

5

Net New Businesses Added

\$270,851
Private Investment



4 Buildings Rehabilitated

TAOS MAINSTREET: AT A GLANCE · OUR IMPACT



256
Businesses Supported



3
Net New Businesses Added



450
Volunteer Hours

\$3,500,000
in Private Reinvestment



\$51k Grants Received



10
Net New Jobs



73
Volunteers



1
Major Building Rehabilitation

LOOKING AHEAD



In the coming year, we look forward to continuing the operations of the Tucumcari Railroad Museum, Tucumcari Talking Tour and events such as Fired Up, Down At The Depot, Very Merry Tucumcari that work to bring people downtown! We are in the process of completing the property assessment and mixed use zoning overlay to present to the City of Tucumcari for review and approval. High on our priority list is the continuation of the Forge Business Accelerator Program. We have also begun looking into the design and implementation of wayfinding signage for the community.



The Metropolitan Redevelopment Plan

In 2017, the City of Tucumcari in partnership with Tucumcari MainStreet adopted the Metropolitan Redevelopment Area Plan with the vision for Downtown Tucumcari as "a unique, thriving, business and cultural center which local residents and visitors alike consider a destination point for entertainment, shopping, and dining. It is the cornerstone of the community that creates a unique sense of identity and is the point of pride for the residents" The Economic Transformation Strategies adopted by Tucumcari MainStreet are derived from this plan.

"Tucumcari MainStreet has been a great partner for Quay County Health Council from providing committee meeting space to co-sponsoring events that encourage physical activity. The director, board members, and museum volunteers are always friendly and helpful!"

— Brenda Bishop Quay County Health Council Coordinator

Future Projects

- **Completion of Phase 1 & 2 Great Blocks on Main Street**
This infrastructure project is designed to make the district more pedestrian friendly with improved sidewalks, pedestrian level lighting and landscaping.
- **Community Wayfinding**
planning work on this project will begin later this year with technical assistance from NM MainStreet
- **Forge Business Accelerator**
Cohort 3 of our tiered business accelerator program is scheduled for August 2022
- **Sands Dorsey Park Development**
Design work on this project will begin in late fall 2022 and will include public input, design assistance from NM MainStreet. Once plans are in place, we will begin looking for funding.
- **Legacy Business Project**
Many of the businesses in the Tucumcari MainStreet have been in operation for forty plus years. This project will honor their contribution to downtown Tucumcari.

Want to get involved?

Contact the Tucumcari MainStreet Executive Director at tucmainstreetdirector@gmail.com or visit tucumcarimainstreet.org for more information.

TAOS MAINSTREET: LOOKING AHEAD



Physical Improvements

- **Pop-up Park:** identify location for pop-up park (tables, chairs, and plants) and install for summer Downtown Walkability Initiative: Start developing plans for walkability improvements such as alleyway activation projects, wayfinding, lighting, sidewalk repair, and ADA access
- **Clean-ups:** organize 2-3 more cleanups in downtown
- **Traffic Signal Box Art:** Install 17 graphic wraps on the traffic signal boxes around town designed by students and local artists
- **Facade Improvement Program:** Implement 3 facade improvements within district

Economic Revitalization

- **Merchant Advisors:** continue to hold monthly meetings with merchant advisors to get input on priorities for downtown
- **Taos Events (Small Business Saturday, Taos Roundup, Dancing in the Plaza):** continue to host events in downtown Taos to attract locals and visitors Outdoor Recreation Incubator: begin development of program to rollout in 2023
- **Construction Mitigation:** work with DOT to create communication resources for downtown Taos about upcoming US 64-68 construction

Capacity Building

Besides our regular operational tasks, we plan to implement our new fundraising plan, apply for more grants, and create a volunteer recruitment plan.



Want to get involved?

Contact the Taos MainStreet Executive Director at director@taosmainstreet.org or visit taosmainstreet.org for more information.

Partners

Foundations, agencies, or institutions that are providing funding, goods, or services (including in-kind supports)

- Government partners (state/local) to the NMMS biannual MOU
- Entities with which you have longstanding engagements or formal agreements to collaborate on projects; or which lend unique and ongoing support to the organization.

Partners



Funders & Sponsors

Corporations, foundations, agencies, or institutions that are providing grants, funding, goods, event/project sponsorship or services greater than **\$2,500**

*Includes any support for which you had to **apply** for funding – including government agencies*

Donors/Sponsors

- 1st Assembly of God Church
- Annie & Shaun McCauley
- Blanco Creek Boutique
- Del's Restaurant
- Desert Gypsy Beauty Bar
- Desert Inn
- Dr. Marshall & Jane Whitmire
- Everyone's Federal Credit Union
- First Title Services
- Frank Turner
- Glenda Reid
- Greater Tatum EDC
- Huffman Counseling & Wellness
- Jackalope Coffee Haus
- JDCE
- KTNM-KQAY Radio
- Louis Parmer
- Love's Travel Stop
- Lowe's
- Mesalands Community College
- Mike Cherry
- New Mexico Bank & Trust
- Phillip & Kathleen Box | Box Farms
- Quay Schools Federal Credit Union
- R. Kelly McFarland, CPA
- Roadrunner Lodge
- State Farm Insurance
- Subway
- Tatum General Insurance
- Wellborn Pharmacy
- Young Insurance
- Edward Burkhardt
- Charles Hunt

Donors & Contributors

Individuals or **businesses** that have donated cash, goods, or professional services for your operations or projects; generally, those providing gifts of less than **\$2,500**

If you have a tiered contribution program (e.g., bronze, silver, gold) you can list donors/contributors under those tiers

Donors

Chris Pieper	Lun+Ojo	Cinnamon's Botanicals
Bill Bryans	Ampersand	Twirl
Clean Taos Inc	FX-18	Clark & Co. Menswear
Juniper Leherissey	Alley Cantina	Hitching Post Shave Co.
Elizabeth Palacios	Boxie Tees	tea.o.graphy
Marcus and Edith Whitson	MODA	Mudd n Flood
Ace Hardware	The Gorge Bar and Grill	Taos Mesa Brewing
Magpie Taos	The Taos Inn	Monet's Kitchen
Rolling Still	Clean Taos	Ammann Gallery
Renuex	Las Comadres	

Financials



Revenue	
Grants	\$24,474
Government Revenue	\$22,200
Contracts	\$54,167
Direct Public Support	\$7,909
Program Fees	\$2,325
Total Revenue and Support	\$111,075

Expenses	
General & Admin	\$92,517
Programs	\$11,786
Total Expenses	\$104,303



Revenue	
Private Sector Grants	\$28,873
Public Sector Grants	\$22,200
Direct Public Support (Contributions)	\$2,560
Contracts	\$54,167
Program Income	\$3,275
Total Revenue and Support	\$111,075

Expenses	
Staff Time Allocated to Administration	\$31,083
Operational Expenses (Rent, Utilities, Insurance, etc.)	\$18,430
Staff Time Allocated to Programs and Direct Services	\$46,624
Direct Program Expenses	\$8,165
Total Expenses	\$104,302

Coordinate with Organization Specialists on financial reporting (as needed)



Uhhhh, now hang on...
**Am I making this Impact
Report or are you?**

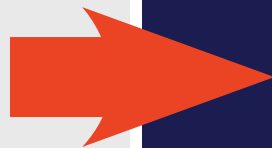
#ihavequestions

...glad you asked. Here is:

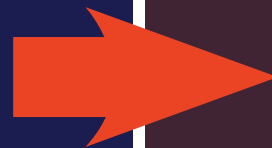
The PROCESS



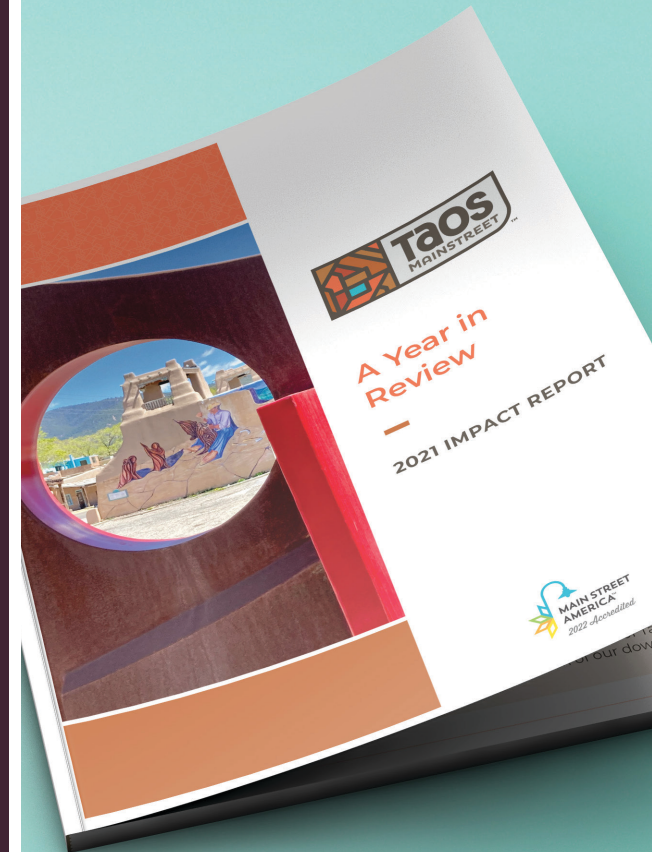
- Includes checklist
- Your working doc (can be filled out/edited throughout the year)
- Tool for determining paragraphs/stories/narrative wordcounts



- Final step for you
- Copy/paste all text from your working Word doc into the form
- Upload photos directly into the form
- No e-mailing needed!



- We work our magic
- Brand your data, text, report style to your existing organization/district
- Includes additional (relevant) calls to action that you didn't directly provide





Word Doc

Your initial TOOL to utilize as needed

TIP: Enter information, project stories, sponsors, etc. **incrementally** and throughout the year. **USE** this tool for other communication needs

Impact Report Submission Form

This form is set up as a tool for you to use to prepare (as a working document) for your final Impact Report submission online. Please DO NOT submit this form to us; rather, copy and paste your entries below into the corresponding fields within the online submission form.

Basic Info

Executive Director's Name (if not you)

First Name Last Name

Your Name *

First Name Last Name

Your Organization's PARENT Organization or Corporate Name (if applicable)

Enter here

Your Organization *

Organization Name

Organization Email (if different from your email)

example@example.com

Organization Mailing Address

123 Sesame Street, Anytown, NM 88123

Your Email *

example@example.com

Organization Phone Number *

Please enter a valid phone number.

Social Media

Please list your organizational social media accounts

Facebook: @handle

Instagram: @handle

LinkedIn: profile name

Twitter: @handle

Other: enter platform and profile name

Other: enter platform and profile name

Your Annual Report Content Checklist

Please select items that you have prepared to include in your Annual Report. If you do not select an item, it WILL NOT be included in your final Annual Report.

Please select the main sections/elements you wish to include in your annual report:

- Opening Message from the Director
- Mission Statement
- Vision Statement
- ETS's
- ETS Supporting Project bullets
- Year-at-a-Glance Infographic (see next section)
- Previous Year Project Highlights (up to six, w/photos)
- Outcomes and Highlights (stories or data regarding the impacts of your work)
- Quotes from community members/partners
- Looking Ahead (future project summaries – up to 3)
- Donor/Funder/Contributor Acknowledgements
- Donor Spotlight story
- Board/Staff Roster
- Board/Staff Bios
- Board/Staff Photos (individual head shots)
- Volunteer Acknowledgements (list)
- Year-to-date revenues/financials

NOTES FOR PHOTO SUBMISSIONS: You will have the opportunity to submit high resolution images/photos for project highlights, staff and board members, donor and volunteer spotlights, and additional images that you feel highlight your MainStreet district. If you have project images (conceptual drawings, photos) “coming year” projects, submit those as well.

PLEASE ENSURE your organization either owns or you have explicit permission to use the photos you provide. If a photo credit is required, please note the credit in the filename of the photo(s).

Photos of individuals (staff/board member roster section) should include their first and last names in the photo filename.



Word Doc

Word Counts are not suggestions; they are **requirements**

Camera Icons are simply reminders to you to PREPARE photos for submission. Do not paste your prepared photos into the Word document for final submission to us.

Projects

You must include between 3-6 Project Titles and Summaries. Feel free to combine several projects into one title and summary (example: your organization hosted 4 events last year. Rather than listing 4 projects, combine them into one listed project and mention all events within the same summary). Supporting project photos are encouraged, but optional.

Project #1 Title and Summary *

2-5 word title and keep summary between 50-200 words

Project #1 Supporting Photo(s)

 OPTIONAL BUT ENCOURAGED – PREPARE 1-5 high resolution photos that highlight your project

Project #2 Title and Summary *

2-5 word title and keep summary between 50-200 words

OPENING CONTENT

Use the form fields below to enter your content for the sections checked above (NOTE: your content should be FINAL, EDITED (not a draft) copy; please maintain recommended word counts and don't forget to run a spell check before submitting.

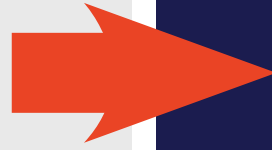
Cover Photo



PREPARE a high resolution photo that you feel best represents your organization/district as a whole and/or reflects the work you've accomplished in the past year. Please note: cover image will be cropped as a vertical (tall with a relatively narrow width) image, so choose an image you feel will work in that format.

Impact Report Title

SUGGESTION: Short, snappy title for your current year's report (examples: "Changing our Community for the Better" or "A Year in Review")



Impact Report Submission Form

This form is set up as a tool for you to use to prepare (as a working document) for your final Impact Report submission online. Please DO NOT submit this form to us; rather, copy and paste your entries below into the corresponding fields within the online submission form.

Basic Info

Executive Director's Name (if not you)

Nolan Ojeda

Your Name *

Nolan Ojeda

Your Organization's PARENT Organization or Corporate Name (if applicable)

none

Your Organization *

Alamogordo MainStreet

Organization Email (if different from your email)

director@alamogordomainstreet.org

Organization Mailing Address

PO Box 2646, Alamogordo, NM 88311

Your Email *

director@alamogordomainstreet.org

Organization Phone Number *

575-446-3612

Social Media

Please list your organizational social media accounts

Facebook: @alamogordomainstreet

Instagram: @alamogordomainstreet

Impact Report Submission Form

Basic Info

Your Name *

First Name

Last Name

Executive Director's Name (if not you)

First Name

Last Name

Your Organization *

Your Organization's PARENT Organization or Corporate Name (if applicable)

(for example: Clayton MainStreet is the program the Impact Report applies to, however the Clayton/Union County Economic Development Partnership is the PARENT organization)

Your Email *

example@example.com

Organization Email (if different from your email)



Relatively self-explanatory: copy/paste from your Word document into the online form


Photos associated with each section can be uploaded directly within the form itself.

Project #1 Title and Summary *

Type here...

2-5 word title and keep summary between 50-200 words · 0/210

Project #1 Supporting Photo(s)


Browse Files
Drag and drop files here

1-5 photos; if no supporting project photos available, feel free to skip.

Project #2 Title and Summary *

Type here...



When you're done
with all the entries,
photo uploads, etc.:
Press the button...
you know the one.

Submit

...then the
MAGIC
happens...



Your content dictates which parts of the template are used



Full Page Project

This section should be **150-200** words total. Quia peliciam, inctiae aut im aut aut doluptatur atiumquas reped quae nobiscum iporend uciiscium? Quis everio rerio omnim imi, omnihil ipsa nihitiis solorecusa accuptionibus everio voluptat.

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Hori Half Page Project

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Quarter Page No Pic

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Vert Quarter Page Project

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Your content dictates which parts of the template are used



Tucumcari Railroad Museum

In 2021 Tucumcari Main Street took over operation of the Tucumcari Railroad Museum that is housed in a 1920's era railroad depot (where the Main Street office is also located). Volunteers and staff run the museum which is open to the public Tuesday through Saturday. The museum has been open under the auspices of Tucumcari Main Street for one year and has quadrupled both attendance numbers and income during that time.

This coming year the Railroad Committee has plans to expand an exhibit on the significance the town of Dawson, NM played with coal being shipped to Tucumcari in the early days of the 21st century. The museum will also be expanding its inventory of items for attendees to purchase as a keepsake of their visit in the small gift shop.

"[Tucumcari] Main Street has done a remarkable job in bringing life back into one of the most unique and beautiful buildings in Tucumcari, the Tucumcari Train Depot. It is returning to being a center of activity for the community."

—Frank Turner, founding Board Member of the Tucumcari Railroad Museum



Tucumcari Forge

Tucumcari Forge is a tiered business accelerator program designed to position very early stage businesses or individuals interested in starting a business to benefit from the MainStreet Microloan program. The program invites participants to network with area resource partners, receive technical assistance as well as refine their business offerings, identify customer market and start their business. To date, eight individuals have completed the program with four individuals opening their businesses!



Great Blocks on MainStreet

The Great Blocks on MainStreet project is part of an effort to revitalize the historic downtown district. The plan calls for many cosmetic improvements in the project areas along Second Street and Main Street, including trees and landscaping, pedestrian level lighting as well as new sidewalks, benches, bike racks and public art to encourage walking, socializing, shopping and gathering in the downtown area.

The Great Blocks on MainStreet project was recently awarded \$400,000 by New Mexico Mainstreet for completion of Phase 1 of the project.



"With passion and vision Connie Loveland and her team at Tucumcari MainStreet are building a network of partners that promises to transform Tucumcari."

—Jim Hinckley, Jim Hinckley's America

and again... Wordcounts are important!



Vert Quarter Page Project

This section should be **50-75** words total. Quatemque volum et ut quosanda int qui sam volo eicatia quas iur re debitia nam re minci re voluptatem sintia dipsandae mintur? Xerferorio berro bla dolum alitat.

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Quarter Page No Pic

This section should be **150-200** words total. Quatemque volum et ut quosanda int qui sam volo eicatia quas iur re debitia nam re minci re voluptatem sintia dipsandae mintur? Xerferorio berro bla dolum alitat.

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Great Blocks on MainStreet

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The Great Blocks on MainStreet project was recently awarded \$400,000 by New Mexico Mainstreet for completion of Phase 1 of the project.

...not just for the
template, but for your
audience as well!

YOU play a part in determining visual IMPACT

LOOKING AHEAD

This section should be **50-100** words total. Conduam inatum ta, Ti. Orio, octam, omneris hocus, que ina pritur loca atum tus? Utem egero nineque atus ingultus, consum ac re popost? Nihictum essitat quidit. Sero crissendam tam in duc veridit epsenit amdiceaquis Ad Catiosti, coendam ditrum audam. Opim ex mentem vii virtiquod portem untus, caecere quam Romandepse ignocci plicaconem pecriptius ex sendam. Ublucatum patus hore is se tebenat erissentem ingulin tementem di iusuntium.

Habis lari temum pertem pris ducivut faccisse potiam iam publine crei sesi publiam quidendum, Pali, signatiam norent.



Future Project - Photo Highlight

This section should be **50-60** words total. conduam inatum ta, Ti. Orio, octam, omneris hocus, que ina pritur loca atum tus? Utem egero nineque atus ingultus, consum ac re popost?

Habis lari temum pertem pris ducivut faccisse potiam iam publine crei sesi publiam quidendum, Pali, signatiam norent. Officfati di ut volupta temodit que et estio explaboria illiquibusam quatio. Natint asprienisqui blaboria quossimo de aborem

Future Project - Text Highlight

This section should be **50-60** words total. conduam inatum ta, Ti. Orio, octam, omneris hocus, que ina pritur loca atum tus? Utem egero nineque atus ingultus, consum ac re popost?

Habis lari temum pertem pris ducivut faccisse potiam iam publine crei sesi publiam quidendum, Pali, signatiam norent. Officfati di ut volupta temodit que et estio explaboria illiquibusam quatio. Natint asprienisqui blaboria quossimo de aborem

Future Projects — List

- List Item — short description and/or time frame
- List Item — short description and/or time frame
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MEET OUR BOARD & STAFF



Catalina Hershey
Vice President

Catalina joined Cityville MainStreet in 2018 and enjoys seeing the downtown area thrive. She's passionate about **20** words or less.



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Christopher Locke
Secretary



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Secretary



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Christopher Locke
Secretary

Christopher Locke
Secretary

Christopher Locke
Secretary

Christopher Locke
Secretary

Want to get involved?

Contact the Cityville MainStreet Executive Director at director@cityvillemainstreet.org or visit cityvillemainstreet.org for more information.

The more relevant content you provide, (photos, stories, etc.) the more engaging your report will be!



TYPOGRAPHY GUIDELINES

Below are the
web (social me

Primary Typeface



use for: headlines,
subheadlines, body copy
weights: light, regular, medi
semi-bold, bold, extra-bold
download: Google Fonts

[DOWNLOAD](#)

Legal/Professional Typeface



Palatino is the supporting typeface for the Taos MainStreet brand. It should only be used in legal and professional documents and letters. It's available as a default system font on both Mac and Microsoft Windows computers. Please note that Palatino is labeled as "Palatino Linotype" on Windows systems.



Logos & colors & fonts! ... Oh my!

Logo Guidelines



Do not use the logo on busy patterns or busy photo backgrounds.



Do not use the logo on busy patterns or busy photo backgrounds.



Do not use the logo in a color that achieves low contrast.



Do use the logo on flat backgrounds in a color that achieves high contrast.



In grayscale productions, use only the provided black (or white) one-color logo.



In grayscale productions, use only the provided black (or white) one-color logo.



Do not use the logo with white background/box on photography or colored backgrounds.



Do use solid colored boxes for the logo to combat busy photography, backgrounds and patterns.



Do use busy photography or patterns at a lower opacity (75% and lower) and place the logo on top (example shown at 75% opacity)



Logo Spacing

In order to maintain clear legibility of the logo, it must be surrounded with a minimum amount of 'clearspace'.

This isolates the logo from competing elements such as text, other logos, photography, or background patterns that may detract attention and lessen the overall impact.

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Gallup MSACD brand.

The clearspace minimum is about the equivalent to the height and width of the logo's "ray" element, regardless of the size at which the logo is displayed (in print or digital).

Color Palette

Gallup MainStreet Arts & Cultural District's brand color palette further tells the story of the district's culture and symbolizes the mantra that downtown Gallup a "hidden gem". The palette boasts deep gem-toned swatches to also symbolize breathtaking New Mexican sunsets.

Which Code Do I Use?
Print: CMYK
Web: RGB, Hex (Code)

Category	Color Name	CMYK	RGB	Hex
PRIMARY	Gallup Night	100, 96, 35, 45	23, 25, 72	#171948
	Gallup Fire	22, 86, 98, 14	176, 65, 38	#AF4126
	Gallup Gold	9, 37, 85, 0	230, 166, 65	#E6A041
SECONDARY	Downtown Denim	90, 50, 20, 0	0, 116, 182	#0074A2
	Gallup Heather	65, 65, 16, 0	112, 104, 149	#7D689C

Color Hierarchy

The Gallup MSACD color palette swatches, by design, work well together - whether two colors are being utilized or all of the swatches. This hierarchy chart should be used as a guide of importance when utilizing multiple colors.



Typography Guidelines

The typography system for Gallup MainStreet Arts & Cultural District is to be used for print, web, and social media graphics to maintain consistent visual communication across all platforms.

Aa
Hepta Slab

use for: headlines
weights: semibold, bold, extra bold
download: Google Fonts

Bb
Chivo

use for: headlines, subheadlines, body copy, photo captions
weights: regular, italic, bold, bold italic
download: Google Fonts

Cc
EB Garamond

use for: body copy, professional text, photo captions
weights: regular, regular italic, semi-bold, semi-bold italic, bold, bold italic, extra-bold, extra-bold italic
download: Google Fonts

STYLE GUIDE

Your district or organization **STYLE GUIDE** is our primary source for fonts/colors/logo usage/etc.

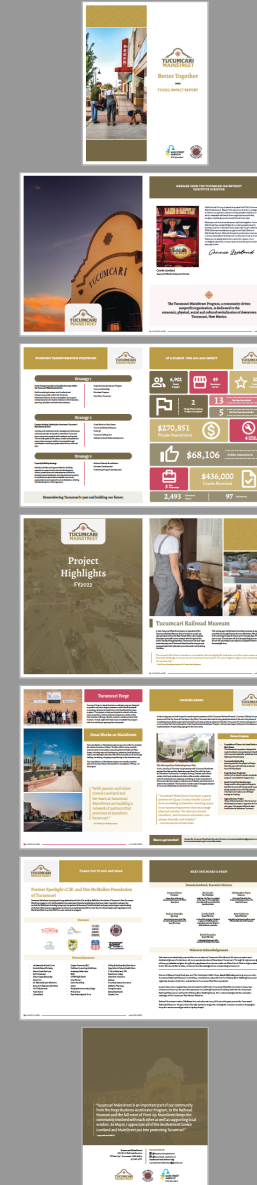
Final Specs

what you're getting (and not getting) when all is said and done



Deliverable Specifications

- 8.5" x 11" Print-ready (professional or office printing) PDF
- Expect 8-20 pages (multiples of four) – overall length is determined by the amount of content YOU provide
- No bleed
- CMYK Color Space
- 2 PDF files: one displayed as single pages, another displayed as spreads



Not “just” a booklet

OTHER USES:

- Print a single page for a poster or individual flyer
- Post the complete digital document (suggest the spreads version) on your website or social media
- Extract individual pages to include in other reports
- Include one, two, or however many printed pages with your fundraising materials



What we can't deliver after you submit your form

- **Proofreading services**
- **Spellchecking services**
- **Rewrites**
- **Extensive design edits**
- **Photo resizing**
- **Extensive photo editing**



SO before you submit your form to us:

- **PROOF**
- **Select and submit HIGH-resolution, PRINT-READY photos**
- **PROOF AGAIN**
- **Ask someone else to PROOF yet again**





The Right Way to Write for Impact

When, who, what, how, and everything in between.



At the beginning of the year (fiscal or calendar)...



At the beginning of the year (fiscal or calendar)...

- Define the purpose of your report and ensure it supports your larger goals.

This will help you decide what information to include and keep you from scrambling at the last minute!

- Assign report tasks

Collect report content throughout the year.

Assign content contribution tasks to board members/volunteers (photos, data collection, financials, etc.)

- Take pictures at events and volunteer opportunities

Organize the photos. Use images of people enjoying the district and your activities.



Focus on your supporters.

Don't make it all about you.

- Appeal to your readers and their interests. Share how THEIR support helps you accomplish your goals.
- Consider your audience when choosing report style.
The Message from the Executive Director might be a good place for folksy while the rest of the report is professional.
You can write in a professional manner while also using language that paints a picture of your work for readers.



Use
compelling
testimonials
from your
supporters.

Instead of:

“Shelbyville MainStreet Rocks!”

Try:

“Shelbyville MainStreet staff made sure I had everything I needed to get my business off the ground and made a point of touching base with me once a week. I’m so glad I chose to locate my business downtown.”

FOCUS on accomplishments, NOT activities.

What resulted from what you did? Why did you spend your time the way you did? What difference did it make?

Instead of:

"In 2021, Shelbyville MainStreet continued to implement events, such as the Downtown Growers Market and the Downtown Fall Festival which attracted thousands of people to downtown."

Try:

"Over fifteen market days from June through September, the Downtown Growers Market attracted 4,500 attendees who purchased fresh, local produce and hand-made crafts, listened to live music, and enjoyed breakfast burritos, locally-roasted coffee, and freshly-baked goods. The 2021 season saw a 25 percent increase in total vendors (from 20 to 25), resulting in a 20 percent increase in overall vendor sales (from \$30,000 to \$36,000). As a series of family-friendly "mini-events," the Downtown Growers Market annually provides access for residents to nutritious local produce, supports our vendors' "micro" businesses, and attracts thousands of people to the downtown district."

JETTISON the administrative minutiae.

Inspire your report readers with accomplishments related to your mission, leave the administrative items for your monthly board report.

Instead of:

“We developed and executed a plan for Small Business Saturday that included marketing for downtown businesses, partnering with Amex to promote shopping small, a raffle, and free gift wrapping for shopping.”

Try:

“Shelbyville MainStreet supported “shopping small” on Small Business Saturday (SBS) – partnering with Amex to provide SBS swag, marketing downtown businesses, raffling off business gift certificates, and providing free gift wrapping for shoppers.”

Be RELEVANT.



Know your audience.

Share only what's relevant and of interest to them.

Ask yourself, "So what?" before including it.

Highlight what funders made happen.

Demonstrate how donors/grantors money helped move your mission forward. Don't just acknowledge them, share how their money was used and the impact it had.

Instead of:

"We installed holidays lights in the district to spread holiday cheer."

Try:

"The generous support of donors enabled the expansion of holiday lights in the district from 500 to 1000 strands, helping our organization blanket the entire downtown in holiday cheer."



Triple-check your donor lists.

Don't sabotage future donations with a misspelled name in the report.

Describe the impact of your volunteer program

Highlight volunteers' accomplishments and thank them for their involvement.

Instead of:

"As part of our beautification efforts, Shelbyville MainStreet organized two downtown clean ups in 2021."

Try:

"In 2021, Shelbyville MainStreet's two downtown cleanups were a massive success, thanks to the 35 total volunteers that picked up trash, covered graffiti with paint, and pulled weeds alongside SMS board and staff."

Sprinkle



Thank you!

throughout the report!

Explain your financials.

Include a paragraph or two that explains the numbers, line items, funding gaps, etc.

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS
AID FOR THE AGED, INC. AND AFFILIATES

ES:
Senior housing
Senior centers
Management and General
Fundraising

CHARGE IN NET ASSETS
NET ASSETS WITHOUT
NET ASSETS WITHOUT

	Year Ended December 31,	
	2018	2017
	\$ 7,487,657	\$ 7,456,576
	(474,159)	(379,897)
	7,013,498	7,076,679
	4,097,766	3,727,141
	130,686	171,735
	124,451	119,379
	8,2137	69,804
	5,140	8,968
	(72,556)	299,677
	221,487	259,619
	11,602,609	11,733,002
	5,665,575	5,496,123
	4,283,740	3,921,491
	9,949,315	9,417,614
	1,594,032	1,470,318
	208,184	115,289
	11,751,531	11,003,220
	(148,922)	729
	7,918,617	7,111
	7,769,695	

Company notes to consolidated financial statements

Highlight future plans and goals.

Provide a sneak peek at upcoming events/projects/fundraising goals.

Describe your plan for addressing any challenges of the previous year.

Instead of:

"We plan to implement a new fundraising plan, apply for more grants, and create a volunteer recruitment plan."

Try:

"SMS Capacity Building Goals for 2023:

- Generate \$20,000 in donations by implementing an annual donor drive and hosting fundraising house parties.
- Seek grants to fund operations and projects, such as Biz Boot Camp and the Holiday Light Festival.
- Recruit volunteers to support the organization at all levels, from leadership positions on the board and taskforces, to "episodic" volunteer opportunities, such as downtown clean ups, community art installations, and decorating the district with holiday lights."

Tell supporters how they can help



Tell supporters how they can help

- Give the deets on donation and volunteer opportunities.
- Share specific opportunities to engage with the organization. Supporters are more likely to stay involved when they know you have a calendar of exciting events and new initiatives.
- Direct them to social media accounts and your website.

Inspire your readers to **TAKE ACTION!**



Be user-friendly.

Stay away from industry jargon.

Instead of:

“We are in the process of completing the property assessment and mixed-use zoning overlay to present to the City of Shelbyville for review and approval.”

Try:

“We are in the process of completing the property assessment and mixed-use zoning overlay to present to the City of Shelbyville for review and approval. Approval of the overlay will allow downtown property owners identified in the property assessment to redevelop the second stories of their buildings into residential units, creating built-in customers for our MainStreet district businesses and generating additional revenue for businesses and the City.”

Be user-friendly.

- Don't state your organization name over and over and over again.

Try alternating it with "our organization" or "we".

Generally, refer to "Shelbyville MainStreet" or "SMS," then "our organization" and back to "SMS" again – so forth and so on.

- Spell out all acronyms the first time you use them.

Shelbyville MainStreet = SMS

Economic Transformation Strategy = ETS

New Mexico MainStreet = NMMS

Metropolitan Redevelopment Area = MRA

- Eliminate extra/unnecessary words.

Instead of:

"Start developing a plan for downtown improvements..."

Try:

"Develop a downtown improvement plan..."

Active Voice versus Passive Voice



Active Voice versus Passive Voice

- Active Voice Sentence = Actor + Verb + Target
- Passive Voice Sentence reverses the formula.

Active Example: *Participating businesses built e-commerce websites to sell their goods.*

Actor: Participating businesses

Verb: built

Target: e-commerce websites

Passive Example: *E-commerce websites were built by participating businesses to sell their goods.*



Active Voice versus Passive Voice

Active Example: *The Covid-19 pandemic significantly impacted the downtown district.*

Passive Example: *The downtown district was significantly impacted by the COVID-19 pandemic.*

Passive with no "actor": *The downtown district was significantly impacted.*

Impacted by **WHAT?**





Active Voice versus Passive Voice

- Use the active voice most of the time. Use the passive voice sparingly.
- Advantages of active voice:

Most readers mentally convert passive voice to active voice, spending more time processing.

Passive voice muddles your ideas, turning sentences on their head. Indirectly reports action.

Omitting an actor forces the reader to guess the actor's identity.

Active voice is generally shorter.



I or Me? Us or We?



I or Me? Us or We?

- To determine if you should use *I* or *me*, leave out the extra object in your sentence and see if it is still correct.

Maybe? *"Would you explain that to John and I?"*

OK, no. *"Would you explain that to I?"*

Sounds better... *"Would you explain that to me?"*

OK, got it! ***"Would you explain that to John and me?"***



I or Me? Us or We?

- To determine if it should be **we** or **us**, try making the sentence singular.

Not sure? *"Our mothers and us are going shopping."*

Def not. *"My mother and me are going shopping."*

How about... *"My mother and I are going shopping."*

Soooo, ***"My mother and we are going shopping."***




I or Me? Us or We?

- Still confused? Eliminate everything but the pronoun and the verb.

No way! *"Us are going shopping."*

100% *"We are going shopping."*



A man wearing a red hard hat, glasses, and a red and blue plaid shirt over a grey t-shirt is standing behind a desk. He is giving a thumbs up with his right hand and holding a pen in his left hand. The desk in front of him has a laptop, a roll of paper, a ruler, and a pen holder. The background is a plain white wall.

Ipsa facto, *"My mother and we are going shopping"* is correct!

Numbers: To spell or not to spell?



Numbers: To spell or not to spell?

Spell out **One** through **Nine**.

For **10** and up, use numbers.

Spell out numbers at the beginning of sentences (Ex. **Forty**),
except for years (Ex. **2022**).

Also:

- Be consistent with formatting for Dates, Times, and Addresses.

August vs. *Aug.*

August 5 vs. *August 5th*

10 am vs. *10:00 am*

Santa Fe Avenue, not *Santa Fe Ave.*

123 W. Santa Fe Ave. or **123 West Santa Fe Avenue**, not *123 West Santa Fe Ave.* or *123 W. Santa Fe Avenue*



SOURCES

5 Tips for Creating a Better Nonprofit Annual Report - crowdspring Blog

Seven Quick Tips for Writing Nonprofit Annual Reports - Nonprofit Marketing Guide

Ultimate Guide to Nonprofit Annual Report | Tips & Best Practices (donorbox.org)

(2) New Messages! (firespring.com)

Nonprofit Annual Reports: 8 Essential Tips [& Template] (bloomerang.co)

Active voice vs. passive voice | Technical Writing | Google Developers

us / we | Common Errors in English Usage and More | Washington State University (wsu.edu)

Thank You!



EDUARDO MARTINEZ

*NMMS Organization
Meridian Strategy*

emartinez@meridianstrategy.com
505.239.7170



CAM WILDE

*NMMS Graphic Design
Leighton Moon*

hello@leighton-moon.com
575.520.9724



AMY BARNHART

*NMMS Organization
AMB Consulting*

ambconsultingnm@gmail.com
912.655.0341



JULIA ROYAL

*NMMS Graphic Design
Leighton Moon*

hello@leighton-moon.com
912.655.0341

