**Impact Report Submission Form** *Updated February 2023*

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 (link at the end of this document). Please read all instructions CAREFULLY.

# Basic Info

# Your Name \*

# First Name Last Name

**Executive Director’s Name** if not you

First Name Last Name

**Your Organization \***

Organization Name

## Your Organization's PARENT Organization or Corporate Name if applicable

Enter here

**Primary Contact Organization Email \***

example@example.com

**Your Email** if different from your organization email

example@example.com

**Organization Website**

example.com

**Organization Mailing Address**

123 Sesame Street, Anytown, NM 88123

**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

YouTube: @handle

Other: none

Other: none

# Your Impact Report Content Checklist

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

Please select the main sections/elements you wish to include in your Impact Report (required content is already pre-checked):

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 (please contact the NMMS Organization RS for assistance)

**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.

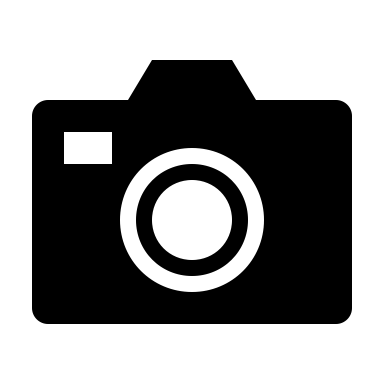
ENSURE your organization either owns or you have explicit permission to use the photos you provide. If a photo credit is required, please note the credit in the filename of the photo(s).

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

**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

Upload 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.

IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your cover photo here:** [**https://www.dropbox.com/request/gxEM8yGMSvtGrnNG6kgJ**](https://www.dropbox.com/request/gxEM8yGMSvtGrnNG6kgJ)

## 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")

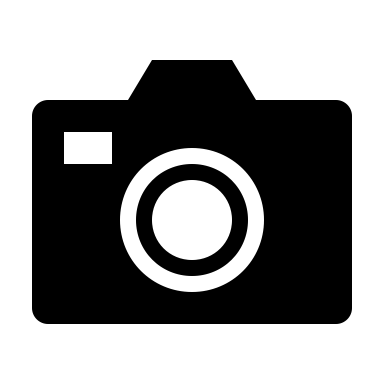
**Impact Report Year \*** please indicate whether it is a fiscal year — examples: "FY2022" or "2022" **\***

Enter Year or Span of Years Here

**Opening Message from the Director \*** maximum 175 words

Enter Opening Message Here (maximum 175 words)

# Director Photo

 OPTIONAL — Upload a high resolution photo — SUGGESTION: in this context a candid or active photo might work best. Professional-looking headshots are great, but a fun and active photo (playing or working) might be better!

IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your director photo here:** [**https://www.dropbox.com/request/tWrnLJGU5pc1gQSD8C4c**](https://www.dropbox.com/request/tWrnLJGU5pc1gQSD8C4c)

**Mission Statement \***

Enter Mission Statement Here

**Vision Statement**

Enter Vision Statement Here

**The Main Street Approach™/Transformation Strategies & Standards**

NMMS has prewritten and prepared two pages consisting of the Main Street America program history, 4-Points definitions, Economic Transformation Strategies definitions and Main Street America’s Six Standards. Also included is a statement that reads (IF applicable to your organization): *(Your Organization) has met or exceeded all Six Standards of the Main Street America Evaluation Framework and has been designated by New Mexico MainStreet as an Accredited program for the (current year) calendar year following a comprehensive review in Fall (previous year).* Please indicate whether you would like this two-page spread included in your Impact Report.

Yes, please include these two pages

No, do not include these two pages

**ETS #1 Title and Summary \*** maximum 75 words

Enter ETS #1 Title and Summary here (maximum 75 words)

**ETS #1 Projects** (please be brief: 10-15 words for each bullet)

* Project Bullet 1
* Project Bullet 2
* Project Bullet 3
* Project Bullet 4
* Project Bullet 5

**ETS #2 Title and Summary \*** maximum 75 words

Enter ETS #2 Title and Summary here (maximum 75 words)

**ETS #2 Projects** (please be brief: 10-15 words for each bullet)

* Project Bullet 1
* Project Bullet 2
* Project Bullet 3
* Project Bullet 4
* Project Bullet 5

**ETS #3 Title and Summary** maximum 75 words

Enter ETS #3 Title and Summary here (maximum 75 words)

**ETS #3 Projects** (please be brief: 10-15 words for each bullet)

* Project Bullet 1
* Project Bullet 2
* Project Bullet 3
* Project Bullet 4
* Project Bullet 5

**Capacity Building Strategy and Summary** maximum 75 words

Enter Capacity Building Strategy Summary here (maximum 75 words)

**Capacity Building Strategy Projects or ongoing initiatives** please be brief: 10-15 words for each bullet

* Project Bullet 1
* Project Bullet 2
* Project Bullet 3
* Project Bullet 4
* Project Bullet 5

# Data for Year-at-a-Glance Infographic

NOTES: Any field left blank will not be included in your Impact Report. If you don't have the data available, please contact the NMMS Revitalization Specialist in Organization for assistance.

## Please enter what year or span of years your data covers please indicate whether it is a fiscal year — examples: "FY2022" or "2020-2022"

Enter year(s) here

**Your Organization Reinvestment Stats Reported to/Compiled by NMMS**

# Volunteer Hours: Enter number here

# Net New Businesses Added: Enter number here

# Net New Jobs Added: Enter number here

# Events Conducted: Enter number here

# Building Rehabilitated: Enter number here

Amount of Private Reinvestment (not including NMMS Capital Outlay – see below): $ Enter amount here

Amount of Public Reinvestment: $ Enter amount here

Amount of NMMS Services Utilized: $ Enter amount here

Amount of Grants Received: $ Enter amount here

**Locally Collected Stats**

# Businesses Supported: Enter number here

# Design/Placemaking Projects Completed: Enter number here

Amount of NMMS Capital Outlay Funding: Enter number here

# Event Attendees: Enter number here

# of Partnerships Engaged: Enter number here

**Other** (please specify) OR if you wish to add multi-year aggregate data, please briefly describe and include the data:

Enter here

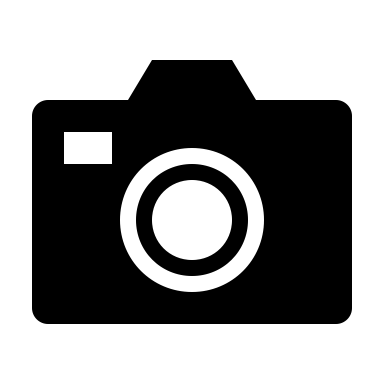
# Projects

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

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

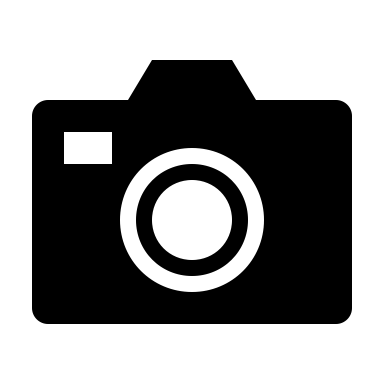
# Project #1 Supporting Photo(s)

 OPTIONAL BUT ENCOURAGED — PREPARE 1-5 high resolution photos that highlight your project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #2 Supporting Photos here:** [**https://www.dropbox.com/request/K6gf5Qj1YrqgTYQ5gHjg**](https://www.dropbox.com/request/K6gf5Qj1YrqgTYQ5gHjg)

**Project #2 Title and Summary \*** 2-5 word title and keep summary between 50-200 words

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

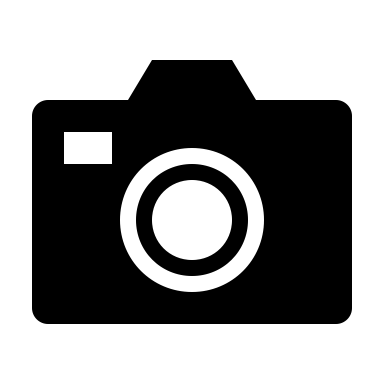
# Project #2 Supporting Photo(s)

 OPTIONAL BUT ENCOURAGED — PREPARE 1-5 high resolution photos that highlight your project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #2 Supporting Photos here:** [**https://www.dropbox.com/request/dnMfpCOuZeNTqp8BBbx9**](https://www.dropbox.com/request/dnMfpCOuZeNTqp8BBbx9)

**Project #3 Title and Summary \*** 2-5 word title and keep summary between 50-200 words

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

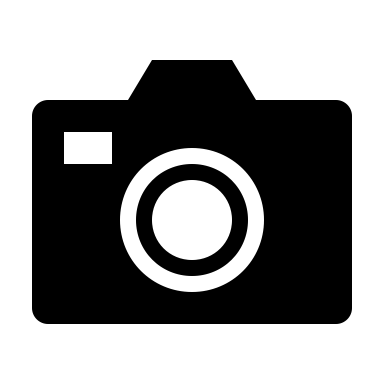
# Project #3 Supporting Photo(s)

 OPTIONAL BUT ENCOURAGED — PREPARE 1-5 high resolution photos that highlight your project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #3 Supporting Photos here:** [**https://www.dropbox.com/request/gYhuYARE6tOlD0D0nAGA**](https://www.dropbox.com/request/gYhuYARE6tOlD0D0nAGA)

**Project #4 Title and Summary** 2-5 word title and keep summary between 50-200 words

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

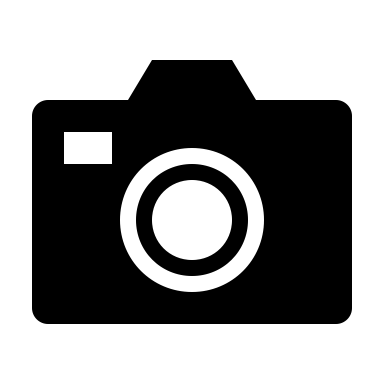
# Project #4 Supporting Photo(s)

 OPTIONAL BUT ENCOURAGED — PREPARE 1-5 high resolution photos that highlight your project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #4 Supporting Photos here:** [**https://www.dropbox.com/request/8LJCsns1UXRyMxMP2mxj**](https://www.dropbox.com/request/8LJCsns1UXRyMxMP2mxj)

**Project #5 Title and Summary** 2-5 word title and keep summary between 50-200 words

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

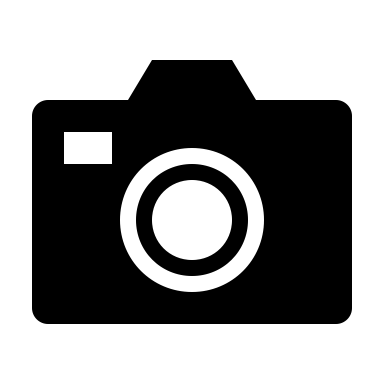
# Project #5 Supporting Photo(s)

 OPTIONAL BUT ENCOURAGED — PREPARE 1-5 high resolution photos that highlight your project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #5 Supporting Photos here:** [**https://www.dropbox.com/request/xWXUbZDcu9mAHDq7Nzsp**](https://www.dropbox.com/request/xWXUbZDcu9mAHDq7Nzsp)

**Project #6 Title and Summary** 2-5 word title and keep summary between 50-200 words

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

# Project #6 Supporting Photo(s)

 OPTIONAL BUT ENCOURAGED — PREPARE 1-5 high resolution photos that highlight your project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #6 Supporting Photos here:** [**https://www.dropbox.com/request/9UUNXLQ35TUInCVoEJPB**](https://www.dropbox.com/request/9UUNXLQ35TUInCVoEJPB)

**Outcomes and Highlights** (optional) — Brief stories or data regarding the IMPACT of your work. What has changed? (maximum 200 words)

Enter here

**Quotes** 1-5 short quotes from community members/partners that can be used throughout the report (10-20 words each is recommended). Make sure to include the name of the individual and title (e.g., small business owner, City Manager, etc.):

Enter here

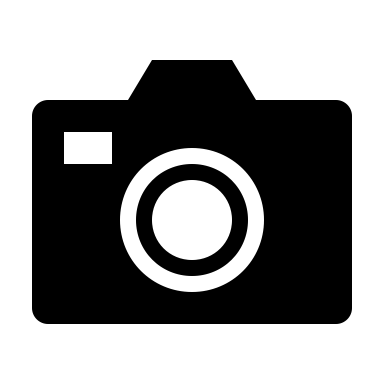
**Looking Ahead — Preview of Coming Year \*** 50-100 words

Enter brief description here (50-100 words)

**Preview of Coming Year — Project #1 Title and Summary** 2-5 word title and keep summary at 50-60 words

2-5 word title and keep summary between 50-60 words

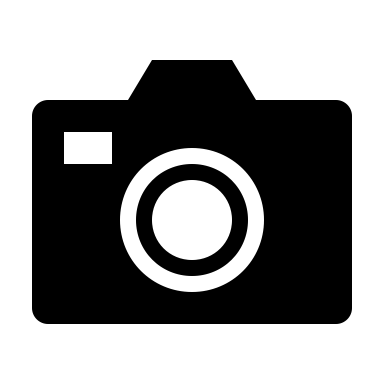
# Preview of Coming Year — Project #1 Supporting Photo

 OPTIONAL BUT ENCOURAGED — Upload 1-2 high resolution photos that highlights your future project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #1 supporting photos here:** [**https://www.dropbox.com/request/FcNiprBZM3G0CBDlS7zy**](https://www.dropbox.com/request/FcNiprBZM3G0CBDlS7zy)

**Preview of Coming Year — Project #2 Title and Summary** 2-5 word title and keep summary at 50-60 words

2-5 word title and keep summary between 50-60 words

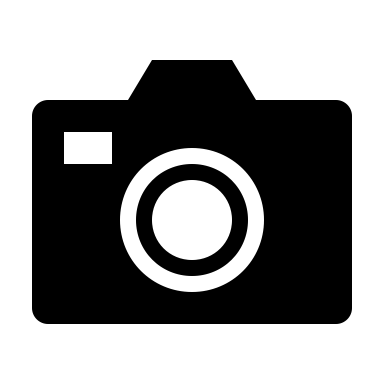
# Preview of Coming Year — Project #2 Supporting Photo

 OPTIONAL BUT ENCOURAGED — Upload 1-2 high resolution photos that highlights your future project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #2 supporting photos here:** [**https://www.dropbox.com/request/yt5Qfsj6pNrviZEsZnEQ**](https://www.dropbox.com/request/yt5Qfsj6pNrviZEsZnEQ)

**Preview of Coming Year — Project #3 Title and Summary** 2-5 word title and keep summary at 50-60 words

2-5 word title and keep summary between 50-60 words

# Preview of Coming Year — Project #3 Supporting Photo

 OPTIONAL BUT ENCOURAGED — Upload 1-2 high resolution photos that highlights your future project. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Project #3 supporting photos here:** [**https://www.dropbox.com/request/SSHSKM3YbJVVuvF7yHUP**](https://www.dropbox.com/request/SSHSKM3YbJVVuvF7yHUP)

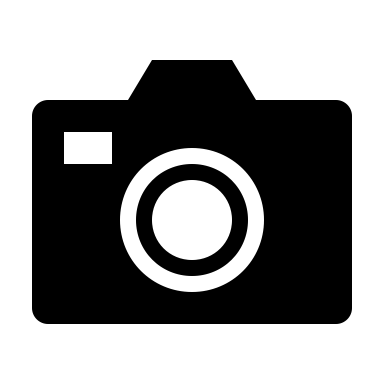
**Additional Preview of Coming Year — Project List** (In lieu of, or in addition to, descriptions above, list 5-10 BRIEF Project titles and very short descriptions)

Enter here

**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 would fit here. If you have a tiered contribution program [e.g. bronze, silver, gold] you can list donors/contributors under those tiers. If you don't have a logo for a donor or contributor, list them here; use the uploader to add logos for those that do.)

Enter here

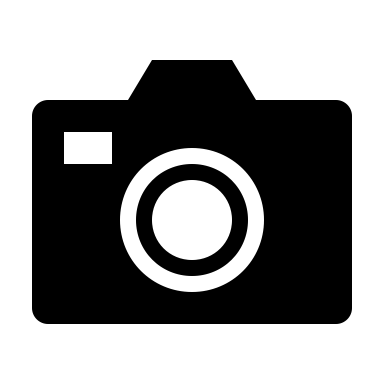
# Donor & Contributor logos

Upload logo files (if available) for your donors & contributors — if unavailable, simply list them in the above field — if you submit a logo for a particular donor or contributor, please DO NOT list them in the above field. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload Donor & Contributor logos here:** [**https://www.dropbox.com/request/IodPLqByvRnpZ3xpUeoU**](https://www.dropbox.com/request/IodPLqByvRnpZ3xpUeoU)

**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. If you don't have a logo for a funder or sponsor, list them here; use the uploader to add logos for those that do.)

Enter here

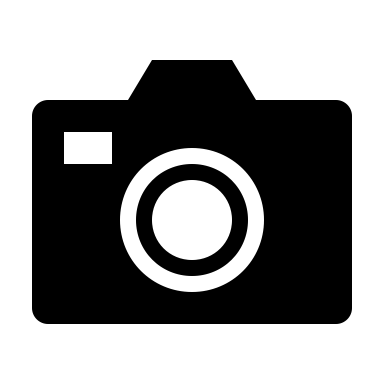
# Funder & Sponsor logos

Upload logo files (if available) for your funders & sponsors — if unavailable, simply list them in the above field — if you submit a logo for a particular donor or contributor, please DO NOT list them in the above field. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload Funders & Sponsors logos here:** [**https://www.dropbox.com/request/YPYEXXlALNDCixyUoeR5**](https://www.dropbox.com/request/YPYEXXlALNDCixyUoeR5)

**PARTNERS** (foundations, agencies, or institutions that are providing funding, goods, or services [including in-kind supports]. Partners include local governments that are parties to the NMMS biannual MOU, entities with which you have a longstanding engagement or formal agreement to collaborate on projects, or which lend unique and ongoing support to the organization. If you don't have a logo for a contributor, list them here; use the uploader to add logos for those that do.)

Enter here

# Partner logos

Upload logo files (if available) for your partners — if unavailable, simply list them in the above field — if you submit a logo for a particular donor or contributor, please DO NOT list them in the above field. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload Partner logos here:** [**https://www.dropbox.com/request/4gfZVu8CdQui2sl68afc**](https://www.dropbox.com/request/4gfZVu8CdQui2sl68afc)

## Volunteers you would like to highlight (names only separated by commas or line breaks — additional recognition for specific volunteer(s) may be listed and described in the Donor Spotlight section below)

Enter here

**Donor/Contributor Spotlight Story** (maximum 90 words; choose a major donor that has gone above and beyond to assist [financially or otherwise] your organization)

Enter here

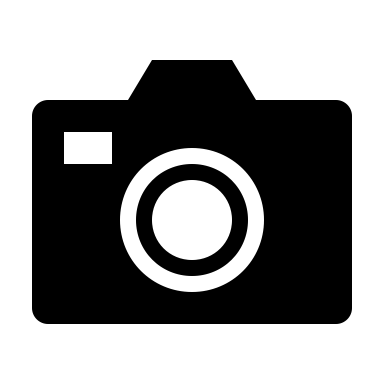
# CameraDonor/Contributor Spotlight Photo

Upload one photo for your Donor/Contributor Spotlight section. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Donor/Contributor Spotlight photo here:** [**https://www.dropbox.com/request/IGjf5m4Hmh898g98yW04**](https://www.dropbox.com/request/IGjf5m4Hmh898g98yW04)

**Board and Staff Roster** (include titles for Board Officers and Employees) — you may ALSO include brief bios or member quotes (12-20 words each) for each board member listed. (Suggestion: if you wish to include a bio or quote for one board member, include one for all board members) **\***

Enter here

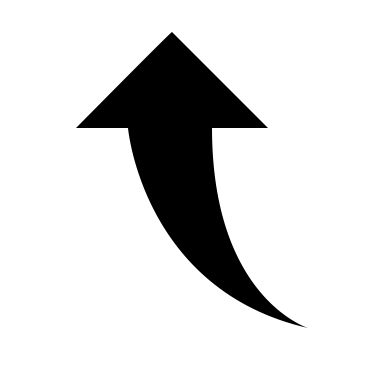
# Board and Staff Photos

Upload all photos you would like to use for your board and staff. PLEASE ensure the file name for each photo includes the person’s NAME and make sure the spelling is correct (example: john-doe.jpg) We will not alter the photo other than cropping (as needed). Please ensure each photo is good quality and if you intend to print your Impact Report, ensure your photos are high resolution. IMPORTANT: You do not need a Dropbox account to upload photos — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Board and Staff photos here:** [**https://www.dropbox.com/request/CzPyoZJEVvQD9khzuPF4**](https://www.dropbox.com/request/CzPyoZJEVvQD9khzuPF4)

## Volunteer Acknowledgements (include names of those you wish to acknowledge in alphabetical order. (NOTE: do not include board members if you have added a separate board roster section above)

Enter here

**Financials** (optional) — if you are opting to provide organizational financial information, please contact the NMMS Organization Revitalization Specialist in advance to coordinate financial reporting and preparation of an Excel document for upload. Upload your Excel document in the field below.

****Upload your Financials document (Excel) IMPORTANT: You do not need a Dropbox account to upload documents — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. **Upload your Financial information here:** [**https://www.dropbox.com/request/Y870NXZvk0TTGP2WGvUP**](https://www.dropbox.com/request/Y870NXZvk0TTGP2WGvUP)

## Financials Summary Paragraph (optional) If you want to clarify/provide context for the financial info you are sharing to support your reader’s understanding of your financial picture, you may provide a brief summary in the space below. Please keep summary between 50-125 words.

Enter here

# Additional Photos

# CameraUpload any additional photos or images please include any additional images that may be used throughout your Impact Report as needed. Not all images are guaranteed to be used — again, these will be used only as needed as the final design dictates. We will not alter the photo other than cropping (as needed). Please ensure each photo is good quality and if you intend to print your Impact Report, ensure your photos are high resolution. IMPORTANT: You do not need a Dropbox account to upload documents — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. Upload additional photos here: <https://www.dropbox.com/request/wSgNikpKNrX1c4Eh5QzD>

# Static QR Code Links (optional – we generate static QR code(s) as needed) If you would like to include QR Codes linking to specific external websites or files, please list which specific section followed by the functional web address you would like the QR code to link to. (example: ETS – https://yourwebsite.com/ETS)

Enter here

# Dynamic QR Code(s) (optional – you provide dynamic QR Code(s)) If you have Dynamic QR Code(s) generated by a subscription, tracking, analytical, etc. service, you may upload your code(s) here. (NOTE: Before uploading, please rename your QR Code file(s) as the section you would like the QR Code to be placed in.)

# Arrow Clockwise curveRENAME and upload your Dynamic QR Code(s). IMPORTANT: You do not need a Dropbox account to upload documents — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email. Upload your Dynamic QR Codes here: <https://www.dropbox.com/request/5zGz6khtwhQusWPcsrUZ>

# Final Additional Notes (optional) please use this area to provide photo credits (be specific) or any additional notes or considerations. Please do not use this field to request specific Impact Report formats, arrangement, colors, etc. If you have significant custom requests, please fill out a service request to NMMS and upon approval, we'll be glad to help you out!

Enter here

# ARE YOU READY TO SUBMIT?

# PROOF this document. Please ensure that you have checked all spelling, grammar, etc.

# Check spelling/grammar in MS Word: <https://support.microsoft.com/en-us/office/check-grammar-spelling-and-more-in-word-0f43bf32-ccde-40c5-b16a-c6a282c0d251>

# Please ensure that your submission follows all word count guidelines.

# Check word count in a MS Word document: <https://support.microsoft.com/en-us/office/show-word-count-3c9e6a11-a04d-43b4-977c-563a0e0d5da3#:~:text=Count%20the%20number%20of%20words,Tools%20menu%2C%20click%20Word%20Count>

When you are ready to submit, ensure you have uploaded all your photos and files appropriately using the Dropbox links throughout this document.

Now are you ready? SAVE THIS Word document and then upload this document here (IMPORTANT: You do not need a Dropbox account to upload documents — if on the upload page you are asked to provide your name and email address, please type in your ORGANIZATION name and email): [**https://www.dropbox.com/request/CSBFQ8zqQAtUhs3e2YN8**](https://www.dropbox.com/request/CSBFQ8zqQAtUhs3e2YN8)