

Stakeholder Report Worksheet

Report period: _____

**Who are you writing the
report for?**

**What is your key
message?**

*“What would stakeholders say
about you at a dinner party? Think
timely, original and exciting!”*

Stakeholder Report Worksheet

#1 Impact

What impact do you want
to highlight?

What awards and honors
have you and your team
received?

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#2 Testimonials

**List 3 to 5 testimonials you have
or can request for the report.**

“Outside endorsements of your work amplify what you say about yourself. Testimonials come in many forms: Published articles, what people say at events, private communication, and more.”

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#3 Quantitative Metrics

**Who do you serve with
your journalism?
Who is your audience?**

**What key metrics show
you are serving that
audience?**

“Examples of key metrics are site sessions, number of partners, broadcast audience, email list size, and social media following.”

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Outline



What goes in your report?

- *Cover page*
- *Key message*
- *Honors and awards*
- *Financials*
- *Contact info*
- *Impact stories*
- *Testimonials*
- *Audience metrics*
- *Program updates*
- *What else?*

Series of ten horizontal grey bars for notes.