

An Annual Reports Checklist

Use this checklist to improve the impact of your annual report:

1. **The cover, layout, and message (including all text and photos) reflect the organization's image**, support a unified selling message, and complement other organization publications. Content includes both significant accomplishments and strategies for future success.
2. **The annual report begins with an organization profile** that serves as an executive summary, highlighting significant trends and critical messages.
3. **The letter or message from the organization's leader reflects the personality and well-being of the organization**, highlights why the organization is successful, highlights growth, and provides insights into the future, including explaining the impact of any significant social, economic or political trends.
4. **Selling headings and captions are used throughout the report to communicate key organization messages.** As possible, the messages are differentiating, that is, are not trivial or obvious.
5. **Wording is simple, clear, and factual.** All unnecessary words have been eliminated; all words and content necessary for understanding have been included. Longer sentences have been tested for clarity and readability and rewritten as necessary. Technical words have been double-checked for spelling and are defined for lay readers.
6. **The layout is highly readable.** Long sections of copy are broken by photos, subheadings, break-out quotes, bold print, etc. Long paragraphs are divided into shorter paragraphs. Numbered or bulleted lists are used for increased readability.
7. **All text and graphical content**, including dates, numbers, quotations, and spelling of people's, organization's, and product names, **has been double-checked for accuracy** against reliable primary sources.
8. **The names of the organization, its products and services are presented in a style consistent with the organization's style guide.** Names of trademarked products or services are presented and described as required by the organization's legal department.
9. **The report has been spell-checked and proofread** to ensure correct punctuation, grammar, and sentence structure. Spelling of any "suspect" words is correct. Homonyms (*their, there*) and commonly confused words (*affect, effect*) have been double-checked. There are no typographical errors.

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