

Written Reports

<u>Type</u>	<u>Use</u>	<u>Definition</u>	<u>Main Components</u>	<u>Tips</u>
<i>Abstract and Briefing</i>	For audiences who are short on time or focus.	An abstract is a short, written overview. A briefing is a short, oral overview. Both are usually part of a larger report.	The reasons for conducting the evaluation. The major conclusions and recommendations.	If your audience is short on time, they should be able to quickly and easily glean major evaluation conclusions.
<i>Annual Reports</i>	For audiences interested in a highly formal report on all aspects of a program and the evaluation.	A detailed, year-long overview of a program and evaluation findings.	Summary, background information, a description of the project, evaluation results, etc.	Annual reports can be interesting and engaging if you follow a proven format.
<i>Fact Sheet</i>	For audiences who want to easily pick out relevant facts about the data at a glance.	Simple, one-page documents listing facts about the data in a simple-to-read format.	A brief program background, purpose, basic data, conclusions, and recommendations.	Should easily convey data at a glance.
<i>Empirical Publication</i>	For specific practitioners or academics who are interested in research or evaluation findings.	A publication that includes the data collected from actual research, experiments, or observations.	Includes the following: <ol style="list-style-type: none"> 1. Abstract 2. Introductions 3. Literature review 4. Discussion of methodology 5. Results 6. Discussion of implications 7. Conclusions 8. References 	When writing your empirical publication, use the results of any qualitative or quantitative data you collected, especially if you were able to demonstrate specific causal results from your experimental design.
<i>Newsletters</i>	For an audience who is interested in a program or organization, often serving as the primary (and sometimes only) link between an audience and the program.	An informative publication that is written and distributed on a regular basis (monthly, quarterly) and contains updated information about the program or cause.	Can vary in length and contain graphics showing data results, pictures, and other items of visual interest.	Keep the distribution schedule regular so those receiving it begin to expect and look forward to receiving it.