The *IDEAS Guide* Reporting Cards

How to use the reporting cards

*To make the reporting cards, cut along the dotted line.*
The reporting cards use clock icons to indicate the time and resources needed.
Multimedia project postcards

Postcards are a great way to maintain regular communication throughout the project. These would usually be sent by email. You can add a photo, send a video, and add some text.

Resources

Placestories www.placestories.com

Placestories is a free digital storytelling and publishing platform. It allows you to create multimedia postcards and photo stories using images, text, audio and music. You can choose to share your stories privately (via email) or publish them on YouTube, Facebook or your own website.

Photography

Take and assemble photographs of the key moments in your project and the changes or results you consider are significant. Write or record a narrative to go with the photo.
Video

If you are already comfortable with making videos you could consider making a video report to show funders, managers and the community. Make sure it covers the things the stakeholders want to know. You can include parts of interviews (with the person’s permission), videos of the activities, or a video of the area. Remember to allow enough time for editing the video.

Images courtesy of the Rugby Plus Program, Island Breeze and PACMAS.

Written report

A written report will usually include the following sections:

- A ‘summary’, which covers the key points of the whole evaluation report.
- An ‘introduction’, which explains who the key users are and what they will use it for (IDEAS Guide module 6), and the key questions (IDEAS Guide module 7).
- A ‘methodology and methods’ section, which outlines the evaluation plan (IDEAS Guide module 8), shows which methods were used to answer the questions, and includes your information sources.
- A ‘discussion of findings’ section, which is a summary based on your data analysis (IDEAS Guide module 9).
- A ‘conclusions and recommendations’ section, which is a summary of what the analysis means for your project or other similar projects. What did you learn along the way? How could you improve?

Photo courtesy of PACMAS.
Posters

Posters are useful for presenting your project and findings in visual ways to public and local audiences. They can be shown at conferences, symposiums and festivals, or on community noticeboards.

Noticeboard Luganville, Vanuatu. Mobilising Media Project.

Presentation

Presentations are good ways to share your findings and insights with a group of people. This might include participants, partners and funders. A benefit of presentations is that people can ask questions and give feedback directly.

Photo courtesy of the Rugby Plus Program, Island Breeze and PACMAS.
Infographics

Infographics use visual images and graphs and diagrams to make complicated information easier to understand. Infographics are particularly useful for communicating large sets of numbers and statistics. They use numbers and graphs to tell a story about what matters about the findings.

![Infographics Example](https://www.adb.org/news/infographics/economics-climate-change-pacific-vulnerability-island-nations)

Newsletters

Newsletters can be a useful for sending project updates to partners, participants, community members and funders, and others who are interested in your organization. Newsletters are particularly good when you need to communicate with large numbers of people on a regular basis. Newsletters can be sent online or in the post. There are free tools you can use to create and send online newsletters, such as Mail Chimp.

![Newsletters Example](http://betterevaluation.org/evaluation-options/newsletters)