

Magenta

Service: Impact Reporting with VIP Consortium

Case Study

Shorter is Sweeter

“People don’t read!”

A former boss, now a client, first said this to me a decade ago and has frequently repeated it since. You may be surprised — given that I’m a writer and all — that it remains my mantra to this day!

Of course, words still matter. The challenge is shaping a concise, clear message that captures attention and is effortless to absorb.

Grace Nelson, CEO

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Point of Departure

We've all been there: we spend months putting together a painstakingly written, beautifully designed, expensively printed booklet that sits unopened on a shelf. Cases for support and impact reports are critical to guiding fundraising efforts, but often fundraising teams don't know how to leverage these lengthy documents for engagement.

Flight Plan

Magenta addresses this challenge by building a one-to-two-page "impact brief" into many projects. These concise documents distill the essential messages from longer reports. They work especially well as a first touch point for audiences who aren't intimately familiar with your organization's mission, like potential donors or event attendees.

An impact brief establishes fit with aligned funders by:

- **Framing the organization's mission clearly.**
- **Demonstrating a proven track record toward accomplishing that mission.**
- **Outlining specific, forward looking priorities that need funding.**



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During our partnership with VIP Consortium, a global higher-education nonprofit, Magenta contributed to a strategic plan and three-year budget, which we leveraged to develop an accompanying case for support.* But for broad outreach, we turned to a single-page impact brief, which highlights the Consortium's global footprint, proven student outcomes, and strategic priorities.

See the Complete Brief



*A note on conserving time and energy: The longer documents (strategic plan and case for support) were simply developed in a word processor, eliminating the need for expensive design or printing. Of course, eye-catching design can be powerful for capturing attention and presenting information in a digestible format, but it isn't necessary for every document.

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Liftoff

When it came time to share the case for support, the one-page brief provided potential funders with a clear summary of strategic priorities. It was such a quick read that — yes — people actually read it! The brief consequently opened doors to early meetings for new funding opportunities.

Funders did ask for the details captured in the longer case for support, but ultimately they wanted it submitted in their own format (e.g., through their grant application portal). By pairing the detailed case with the concise impact brief, you gain the best of both worlds: a polished, brand-forward piece that captures attention and a comprehensive plan to inform in-depth proposals.

Point of Arrival

Presenting VIP Consortium's funding priorities in a digestible format was as critical as building the case itself. Over the course of our project, VIP Consortium **raised $550,000 in new dollars, tripling its annual budget**, and has continued to grow its fundraising capacity since.

Funders juggle countless requests: how will yours stand out?

We've heard directly from donors: especially at the beginning of a relationship, when they aren't yet familiar with your organization, long reports can easily be set aside with the best of intentions, never to be revisited. An impact brief shifts the dynamic by conveying an inspiring, easy-to-grasp message, ensuring new partners understand both your need and your proven track record of delivering results.

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