



LEAD! 26

Citizen-Centric Reporting pt. 2

LEAD! Webinar Series

May 26, 2026

Before We Begin

This session is being recorded

Recordings and materials will be shared with LEAD attendees and posted on the AGA website

AI tools may be used

to support content, discussion, and idea generation

40 days until LEAD!

Today's focus: making CCRs realistic,
readable, and achievable



Anatomy of a Great CCR

- Page 1: Mission, vision, goals, and community snapshot
- Page 2: Performance results for key services
- Page 3: Revenues and expenses, trends, and drivers
- Page 4: “What’s next” and challenges on the horizon

What Makes a CCR Effective?

- Simple, clear messaging
- Focus on what matters most
- Consider readability & accessibility
- Consider format: digital and print
- A great CCR makes information approachable

Why CCRs Matter

CCRs can help your chapter:

- Showcase impact and accomplishments
- Build credibility within your community
- Support sponsorship and partnership conversations
- Communicate value to current and prospective members
- Demonstrate professionalism and transparency

The Biggest Myths About CCRs

- Your CCR must look professionally designed
- More information is always better
- Your first CCR needs to be perfect
- You need special software or design experience

Start Simple

Your chapter does NOT need:

- a graphic designer
- custom illustrations
- expensive software
- a perfect first draft

Your chapter DOES need:

- a clear story
- organized information
- meaningful visuals
- a format that can be maintained

Superstore Overview

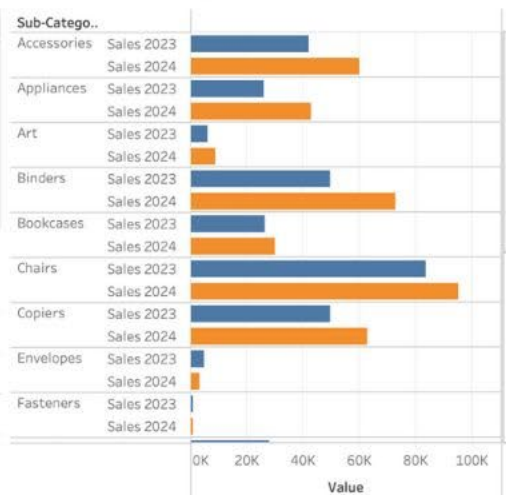
Sales by Region



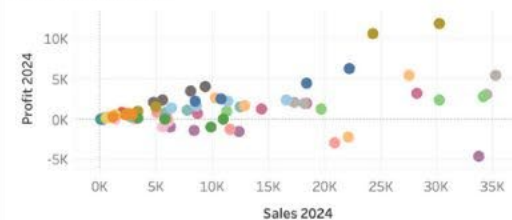
Profit by State



Sales by Sub-Category

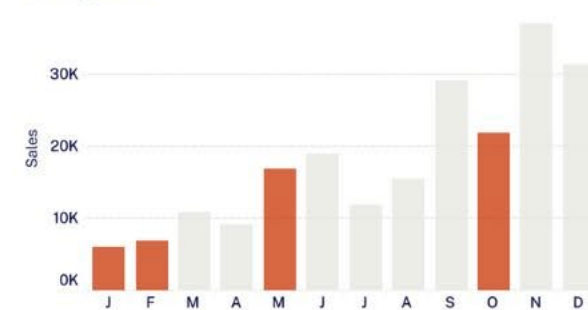


Sales vs. Profit

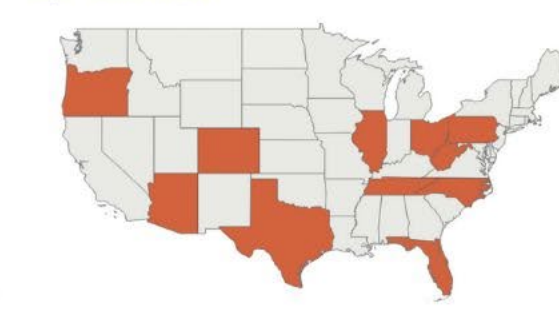


Where is Superstore Unprofitable?

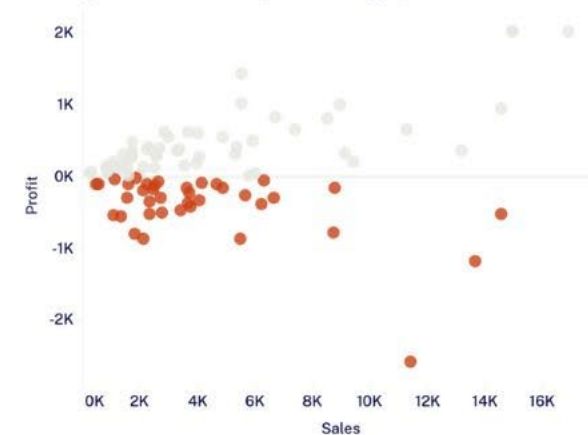
Monthly Sales



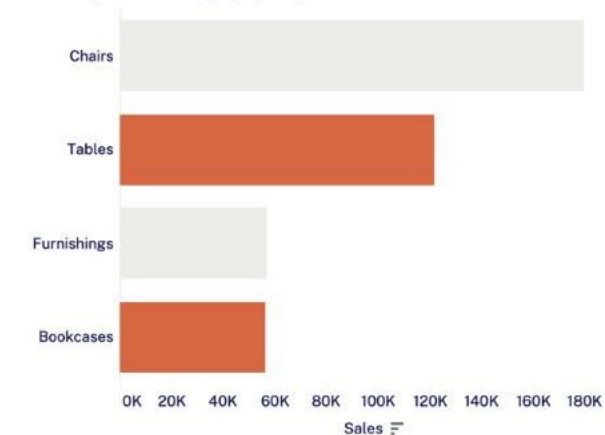
Unprofitable States



Monthly Sales vs. Profit by Sub-Category



Sales by Sub-Category | Unprofitable



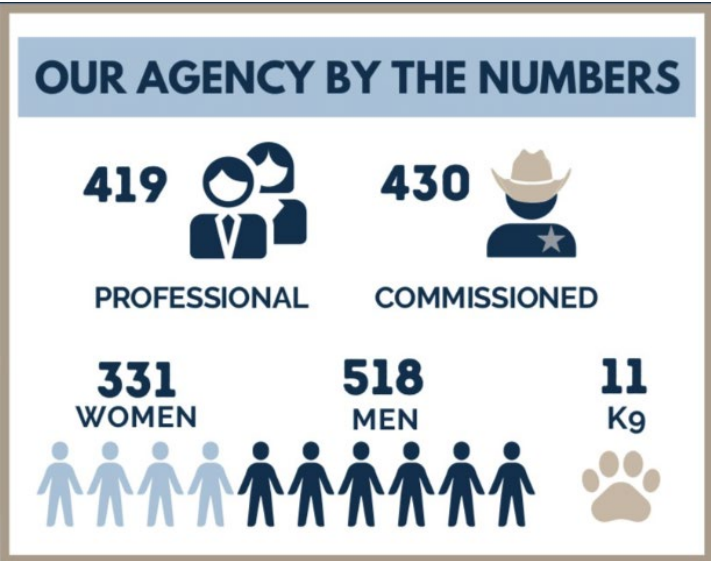
To Clear



From Colorful

Your Story, Your Style

Showcase the personality of your chapter!



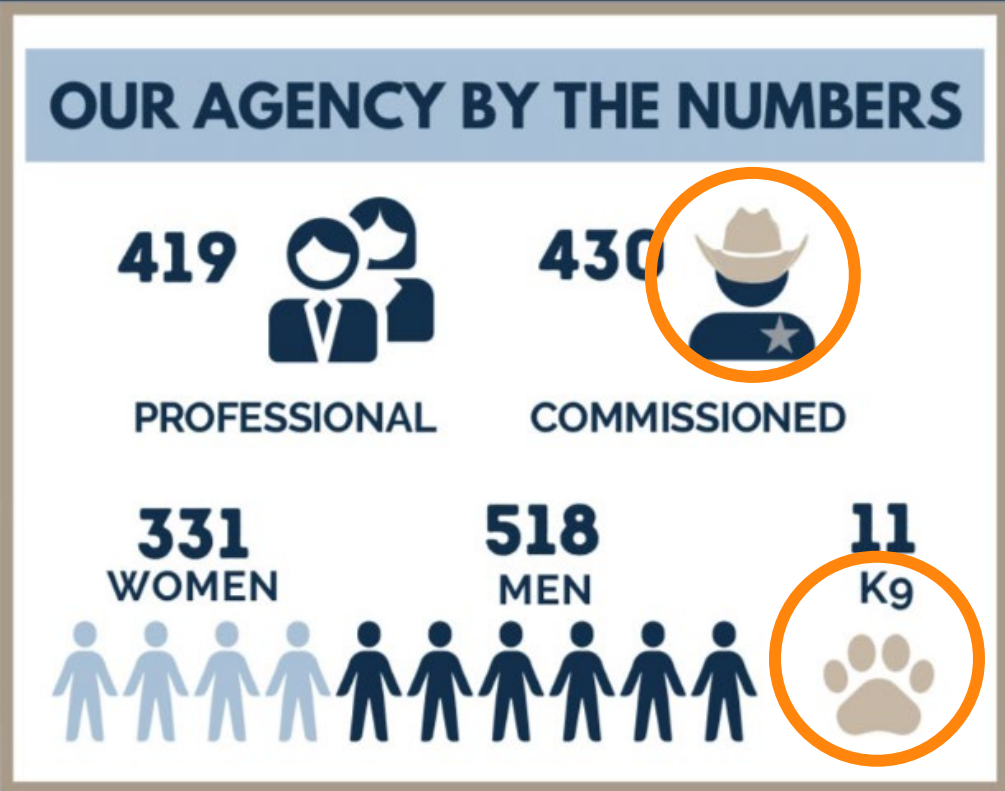
PERFORMANCE MEASURES

	PY 2023	PY 2024	PY 2025	% Change
New Members	46	16	20	25%
Members	241	257	217	-16%
New CGFMs	2	4	1	-75%
Avg. Meeting Attendees	73	46	53	15%
No. of Scholarships Awarded	6	7	7	0%
No. of Free CPEs to CGFMs	14	18	24	33%
AGA National Awards	5	2	1	-50%



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Showcase the personality of your chapter!



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	2	4	1	-75%



The ADA County Sheriff's Office used the hat, star, and paw print to liven up the numbers of employees/ K9s.

Your Story
Showcase

OUR AGENCY

419



PROFESSIONAL

331



WOMEN

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CANNED FOOD DRIVE



BELL RINGING

The Guam Chapter's event photos were a great personal touch!

Simple Design Principles

Keep it readable

- white space is okay
- limit fonts/colors
- focus attention on key information

Make it feel like your chapter

- use chapter photos
- highlight local impact

Simple Design Principles

Use tools you already know

- Canva
- Adobe Express
- Word
- PowerPoint
- Google Docs

This is your choice! The best tool is the one your chapter will actually use!

Finding Inspiration

Once you've chosen a platform, search things like:

- "annual report"
- "nonprofit annual report"
- "community impact report"
- "citizen-centric report"

Alternatively, you can use various shapes to create your own design!

Pictures & Design

- Stock photography is good, but your own photography is BETTER – use your own chapter pictures!
- Don't be afraid of white space
- You do **not** need to AGA fonts or colors!

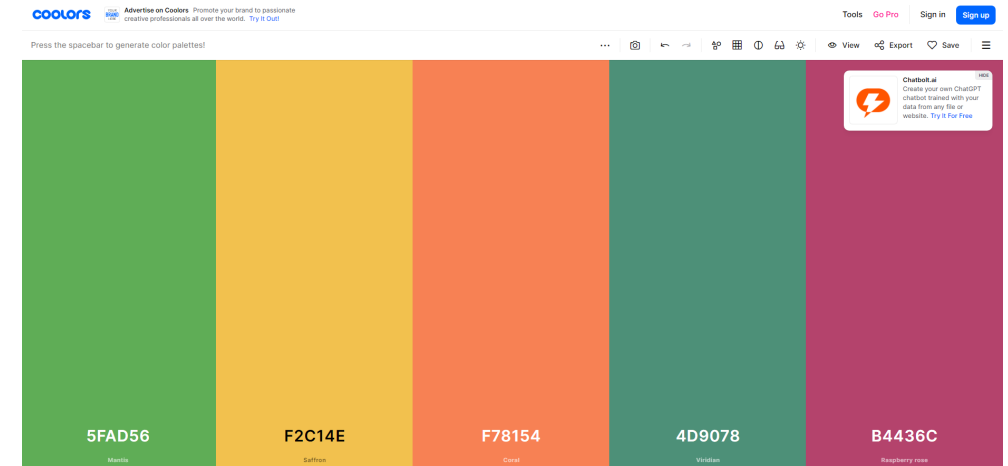
Design

Fonts – Size and Style

- Rule of thumb, no more than three
- Header, Sub header, Body (different sizes)

Colors

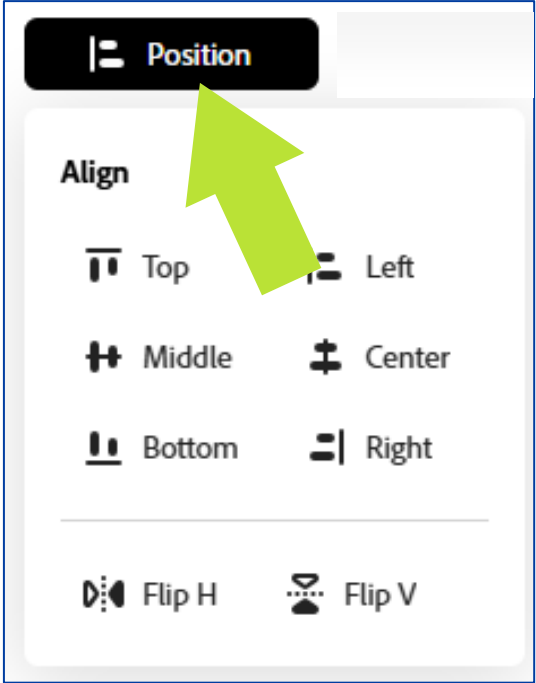
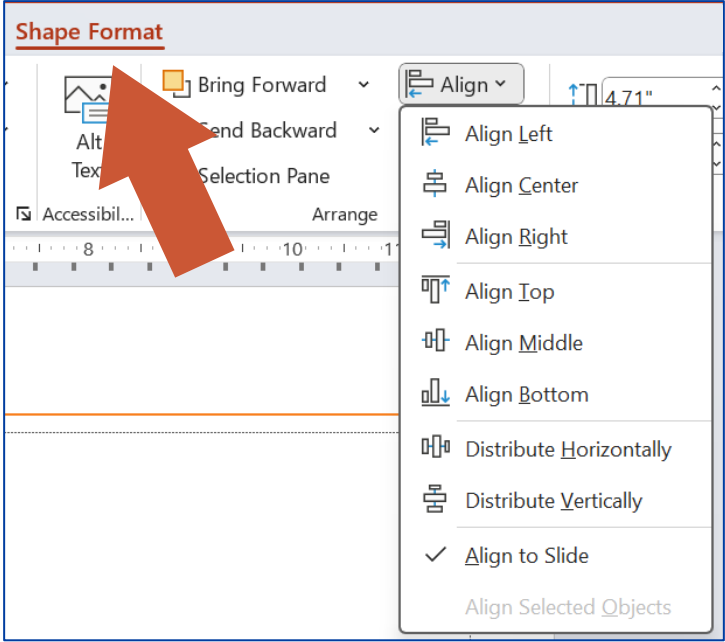
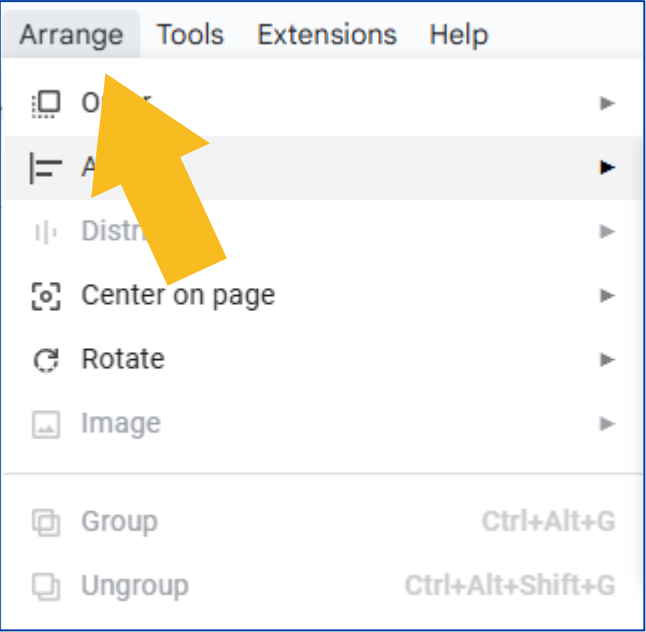
- Customizable color palette generator (<https://coolors.co>)



File types

- **JPEG/JPG** – Ideal for posting photos online. Also good for printing artwork and photographs at high resolutions (at least 300 dpi).
- **PNG** – Ideal for web graphics, particularly logos, illustrations, and charts/graphs. PNG files can be transparent, which is helpful if you need to place the file on a non-white background.

Alignment



Resources

- [Citizen-Centric Report Overview](#)
- [CCR Guidelines & Evaluation Criteria*](#)
- [Judging Guidelines*](#)
- [Examples of Chapter CCR's](#)
- [Suggested CCR Content](#)

Before Our Next Session...

- ✓ [Submit](#) one *new* question or challenge to discuss
- ✓ Collect CCR data for LEAD

What's Next?

Achievements in Chapter Excellence (ACE) Program

Tuesday, June 9 | 2-3 PM ET

Same Zoom link