

# FISCAL IMPACT STATEMENT GUIDELINES

Updated 8/31/2018

The purpose of the **fiscal year** impact statement is to tell the donors (our target audience) how their endowment earnings were spent during the past year. It should be in the voice of “the University” and should not include personal thank-you language. A letter from a special signatory accompanies each report and contains both an update and gratitude.

The purpose of the **cumulative giving** statement is to communicate the impact of the fund over its “lifetime.” This can (and perhaps should) show the greater impact on the University, and even the world.

The common word count is **between 200 and 500** for each statement to be optimal for each (it may exceed 500, but not required).

## CHECKLIST:

**PLEASE NOTE:** WE USE THE STYLE GUIDE FROM THE UNIVERSITY’S COMMUNICATION TEAM. PLEASE REFERENCE WHEN WRITING AND EDITING YOUR IMPACT STATEMENTS.

**[HTTPS://MARCOMM.ND.EDU/PRINT/EDITORIAL-STYLE-GUIDE/](https://marcomm.nd.edu/print/editorial-style-guide/)**

- Ensure the full name of the Endowment for Excellence is spelled correctly in the FY18 impact statement and the cumulative impact statement
- Always capitalize the word “University” when referencing Notre Dame
- Omit extra spaces after periods, only ONE SPACE needed following a period.
- Include the Oxford comma in a serial list
- Refer to students by last name if already mentioned once
- Do not capitalize the words- program, center, or institute - if standing alone on second reference
  - o Example 1: First reference, use the **College of Engineering**. On second reference, the **college** may be used.
  - o Example 2: The **Center for Education** and, thereafter, the **center** (same for institute)
- Only use “Dr.” if referring to a medical professional
- Do not use words such as “I”, “we”, or “our”. Instead, use “the University” or “the Hesburgh Libraries.”
  - o Example: Using funds from the Arnold Endowment, the Hesburgh Libraries was able to purchase another year’s subscription to the journal *Nature*.
- Write in past tense
- Bold web addresses, do not use hyperlinks. Include period at end of sentence following hyperlink as necessary
- Course titles** are capitalized (do not use quotation marks)
- Use 2017–18 (NOT: 2017–2018)
- Use an en dash (–), slightly longer than a hyphen, with sets of numerals (such as a date range) or letters.
- Use ’18 for graduation year; do not use parenthesis. For example: Rory Smith, MBA ’18 (no comma following date either)