**From:** Anna Nunan   
**Sent:** Thursday, September 11, 2014 2:03 PM  
**To:** CGAPinitiativesLeads  
**Cc:** cgapcommunicationteam  
**Subject:** RE: It's that time of year again--Annual Report time!

Hi everyone. It turns out that you all had already done the bulk of the work for the annual report narrative when you wrote up your sections for the FY15 Work Plan that was presented to the CG. What you wrote was excellent (I could tell a lot of thought went into your initiative descriptions to keep them concise and reader friendly) and fit perfectly into how we are envisioning this web-based report.

Tilman’s presentation also was exactly what we needed to open the report. It was already presented in a more casual tone appropriate for this product and included the charts and video clips we can use in the report.

Although this is the FY2014 report, we are taking a forward-looking approach. So, you will see that a lot of the text refers to ongoing work rather than listing out accomplishments from FY 2014. I briefly put this in context by saying that most of FY2014 was spent developing and fine-tuning the initiatives, which stem from our new strategy.

Two documents are attached: Tilman’s introduction and the body of the report, which has descriptions of all the initiatives.

Notice that there’s a lot of white space and page breaks—I did this just to get a feel of how the document may be presented. It’s not meant to be dense and text heavy. I’ll need to work closely with the designer on the layout, but I’m thinking that each initiative would have its own page or a two-page spread. We will be including photo contest photos where appropriate, but I don’t want to put too many in, because I don’t want the report to be too long (but, I’m afraid it kind of already is).

Here are some specific actions I’d like you to do:

* **Everyone**: Please read all of the introduction and the body of the report so that you get a feel of the tone and will know how to approach your own section.
* **Tilman**: Please see where you can cut—I think it’s too long as is, but it was difficult for me to see where to cut. (I did cut the very first section.) If you want to take your piece in another direction, please let me know and we can rework it. As you will note, I’ve inserted comment bubbles with ideas for links and how we might make some of the graphics more interactive. Our designer will re-draw the graphics to fit the look and feel of the report.
* **Tilman**: Please insert your own comment bubbles with any ideas you may have for more links and interactive options.
* **Everyone**: After you’ve read both documents, focus in on your section. Add or delete any content and please add comment bubbles to identify any possible links. The links can be to blogs, slideshare, pubs, videos, etc. I’ve already added some to some of the initiatives, so you can look at those as examples.
* **Everyone**: Please double-check that I got the name of your initiative correct.
* **Nancy/Ousa**: Please check the governance section to see if it is accurate (it was picked up from last year). Also, I will be asking for the financials and the list of CG and Excom members.

As mentioned in the message below, the deadline to give me the final version of your specific initiative description is **September 28**. Tilman, you may or may not need more time since your piece is much longer.

If you have any questions or concerns, please let me know and we can discuss. I’m very excited about this new approach, and I hope you are too. Best regards, Anna

**From:** Anna Nunan   
**Sent:** Thursday, August 21, 2014 11:44 AM  
**To:** CGAPinitiativesLeads  
**Subject:** It's that time of year again--Annual Report time!

Hi all, as you all know, it’s annual report time! I’ll be working off of the presentations you all gave at the last CG meeting to develop a framework for the report. This year, we are presenting the report as a web-based product. This means that the writing style and design will be different from what you usually see in our usual more formal, printed format. The writing style will be more appropriate for reading on the web—a bit more casual and shorter. In fact, the overall report will be shorter. Although this means we won’t be going into lots of detail about our work, the web-based format makes it possible for us to embed links to other areas of our website, such as to publications and videos, so readers who want more information and simply click on the links to get that information.

I reviewed samples of a few designers who work in this medium. Most of the samples were okay, but many came across as  a fancy pdf of a typical book. Fortunately, I discovered that the designer who has been doing our printed reports has also been doing web-based work. And her samples, in my opinion, were great. So I will be working with her on this project. Unlike printed publications, web-based products require that the publisher to collaborate closely with the designer. Which is another benefit of working with Naylor Design: she is well aware of our brand, she is reliable, creative, and will do whatever she can to meet our expectations.

Here’s a tentative schedule:

* I will send a rough framework of the report to iLeads on September 11 (will include specific instructions about what you need to do)
* ileads will fill in/rework text in their section and send to me by September 28
* I will edit the sections and work with the designer on layout; with first draft of designed piece to iLeads on October 16
* iLeads make corrections and changes by October 26
* Changes are made and I will review; further changes will be made if necessary. Final document ready to post November 9

I will work directly with other staff to obtain the backend material: list of member donors, financials, list of staff.

For various reasons (documentation for donors, etc.), there will be a need for a printed piece. For that piece, I plan to excerpt Tilman’s preface as a standalone piece and include the backend material, which is usually the information that is required. Of course, the printed piece will also point readers to the url of the online version.

This is a bit of a new approach for all of us, so please don’t hesitate to ask questions and voice your concerns. Thanks and best regards, Anna

Anna Nunan

CGAP Knowledge Products and Communication

900  19th St., N.W., Suite 300

Washington, DC 20006 USA

Phone: 202.458.1243

Email: [anunan@worldbank.org](mailto:anunan@worldbank.org)