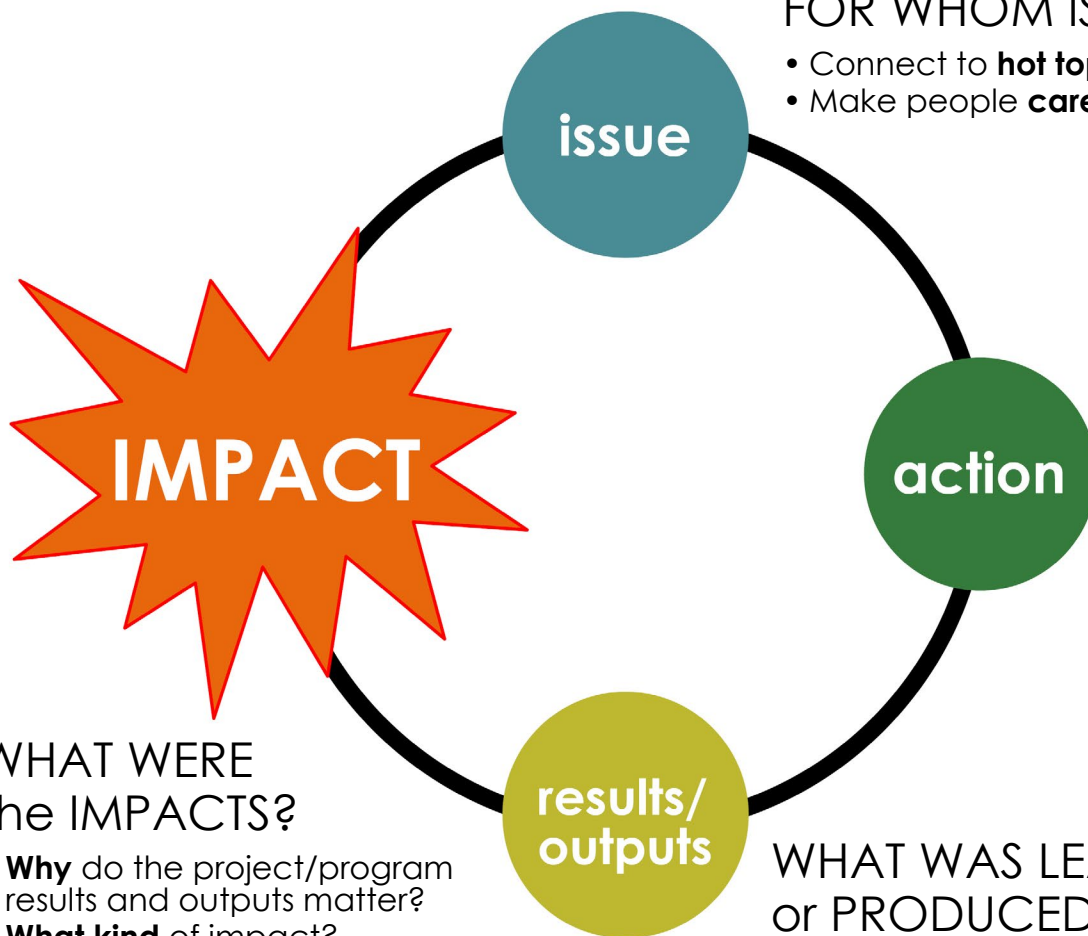


# THE PARTS OF AN IMPACT STORY:



WHAT IS the ISSUE,  
WHY WAS IT an ISSUE &  
FOR WHOM IS IT an ISSUE?

- Connect to **hot topics**.
- Make people **care**.

WHAT WAS  
DONE?

- Describe **major** research/Extension activities.
- **Who** was involved?
- Be **brief** and **clear**.
- **Don't** go on and on about methods.
- **No jargon**.
- Highligh **innovation** and **collaboration**.

WHAT WERE  
the IMPACTS?

- **Why** do the project/program results and outputs matter?
- **What kind** of impact?
- **How big** was the impact?
- **Where** did the impact occur?
- **Who** was impacted?

WHAT WAS LEARNED  
or PRODUCED?

- Share **major** findings, but don't list a ton of data.
- Share **important** tools, products, workshops, and other outputs.

IMPACT =

- ▲ condition\*
- ▲ behavior
- ▲ knowledge

\*economic,  
environmental  
or social

Still having TROUBLE?

- Think about **potential impacts**.
- Explain how your research creates a foundation for **future impacts**.
- Describe the **ripple effect** of small and/or early impacts over time.
- Show how your work is **playing a part** in certain impacts.

MULTISTATE projects:

- Describe the **benefits or importance** of multistate collaboration.
- Keep activities and impacts **organized** by type, objective, or other scheme.
- **Work together** on impact statements.
- **Track** impacts over time; show progress and **return on investment**.



# IDENTIFY THE PARTS OF YOUR IMPACT STORY.

**What issue is being addressed?** (e.g., 15% of dairy cow population was lost to disease in 2016)

**Who cares about this issue?** (e.g., farmers; consumers)

**Why do they care about the issue?** (e.g., farmers are losing money; consumers want safe, steady dairy supply)

**What did the project do to address the issue?** (e.g., studied disease, hosted field days)

**Did the project use any unique or innovative methods or tools?**

**Who was involved?**

**What were the major results or outputs?** (e.g., a new vaccine is 10% effective than others)

**What kind of impact did the project have or could it have?** (e.g., changes in condition, behavior, or knowledge)

**Who was impacted?** (e.g., farmers, consumers, local businesses)

**Where did this impact occur?**

**How big was this impact?**

# USE THE INFORMATION ABOVE TO WRITE AN IMPACT STATEMENT.

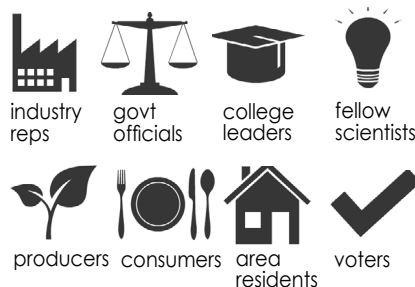
## REVIEW YOUR STATEMENT.

**Did you remember to...**

- talk about **all parts** of the impact story?
- NOT talk too much about **methods/theory**?
- NOT use **jargon**?
- use numbers to show **magnitude**?
- write with an **active** voice?
- only share **meaningful** info?
- be **concise**?
- include a **link** to more information?

## SHARE YOUR STATEMENT.

**Think about your audience.**



**Think about where to share your impact.**

- Databases
- Social media
- Department leadership
- Communications team
- Newspapers/magazines
- Speeches
- Interviews