

WRITING **STRONG** IMPACT STATEMENTS

The parts of an impact story are like gears in a machine. With all the gears in place, the machine works efficiently and effectively. No one benefits from clunky communication. Keep impact statements well-oiled with these guidelines.

WHAT WAS THE ISSUE & WHY?

- Use **hot topics** &
- **buzzwords**
- Make people **care**

WHAT WERE or COULD BE THE IMPACTS?

- What *kinds* of impacts?
- Show **scope & magnitude**
- **Target** specific stakeholders

IMPACT =

- ▲ condition*
- ▲ behavior
- ▲ knowledge

*economic,
environmental
or social

Still having TROUBLE?

- Think about **potential impacts**
- Do **NOT** ignore the small stuff
- Use **anecdotes**

STAKEHOLDERS:



industry
reps



gov't
officials



college
leaders



producers



consumers



scientists



residents



voters



media

WHAT WAS DONE?

- **Who** was involved?
- Mention **innovative** techniques
- **Don't** go on about theory/methods
- Include **Extension** activities

WHAT WAS LEARNED or PRODUCED?

- Share **major** results
- Share important outputs
- **Enumerate** outputs

REVIEW THE IMPACT STATEMENT



Does it...

- tell all parts of the story?
- use **up-to-date** stats?
- NOT use **jargon**, abbreviations or acronyms?
- spell out **units**?
- use an **active** voice?
- use **adjectives**?
- stay **concise & focused**?

GET THE GEARS SPINNING



Strong impact statements can be used in:

- Press releases
- **Newsletters**
- **Magazine articles**
- *Newspaper stories*
- Social media posts
- *Grant applications*
- Legislative briefings
- **Displays & posters**

IMPACT WRITING WORKSHEET.

Follow these steps as a guide to writing a good impact statement.

IDENTIFY AN IMPACT.*

*▲ condition, behavior or knowledge

What impact did this project have?

Who was impacted?

Where did this impact occur?

What did researchers do to achieve this impact? What major accomplishments, study results, or outputs led to this impact? (e.g., studies showed that X pesticide is more 10% effective than Y pesticide; 10 new training workshops)

Did researchers use any unique or innovative methods/tools?

Which researchers/institutions were involved?

What issue were the researchers trying to address? (e.g., 50% of corn crop was lost to damage from pests in 2012)

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 food supply)

Buzz words or hot topics related to this issue? (e.g., food security; environmentally friendly; global warming)

Any anecdotes?

USE THIS INFORMATION TO WRITE AN IMPACT STATEMENT.

Remember, your impact statement could be one sentence or an entire paragraph.

REVIEW YOUR IMPACT STATEMENT.

Did you remember to...

- talk about all parts of the story?
- use **up-to-date** stats?
- NOT use **jargon**, abbreviations or acronyms?
- spell out **units**?
- be explicit about **scope & magnitude**?
- write with an **active** voice?
- use **adjectives**?
- be **brief**?
- stay **focused**?

Think about your audience.



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