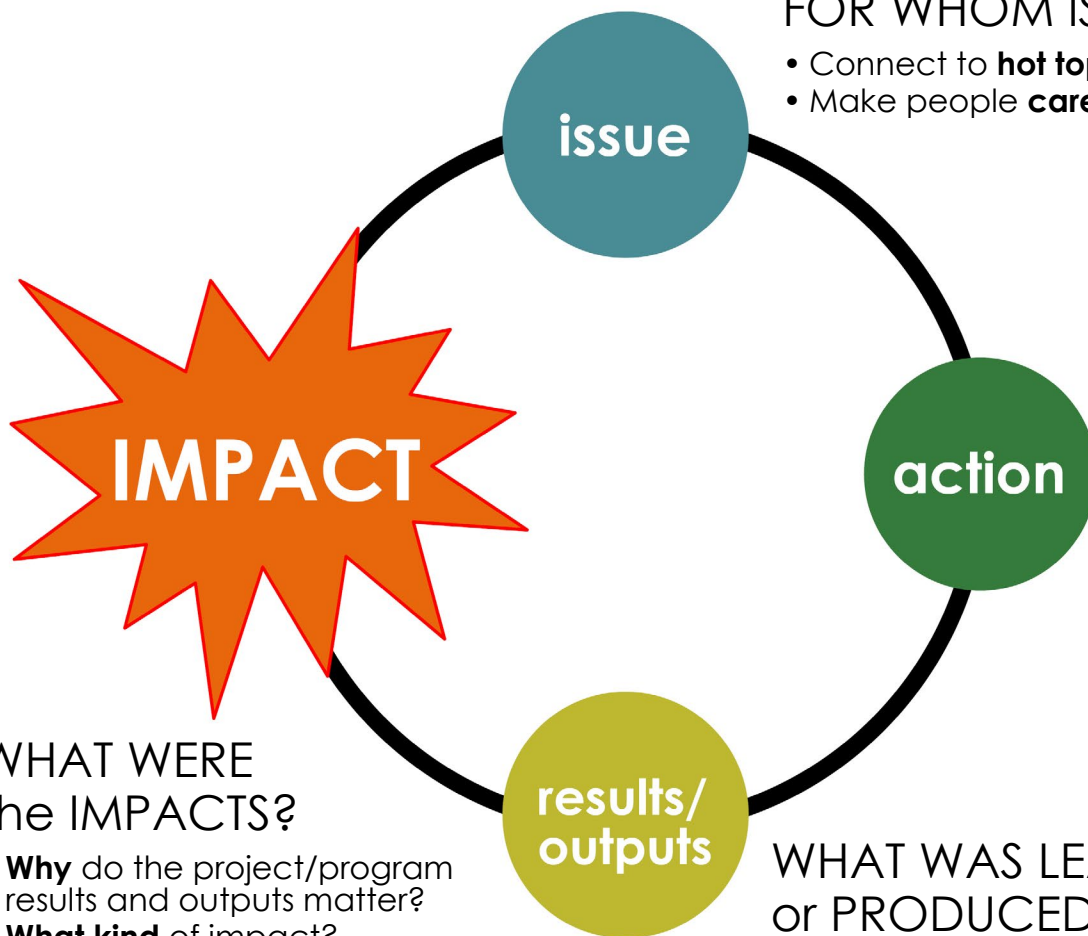


THE PARTS OF AN IMPACT STORY:



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.

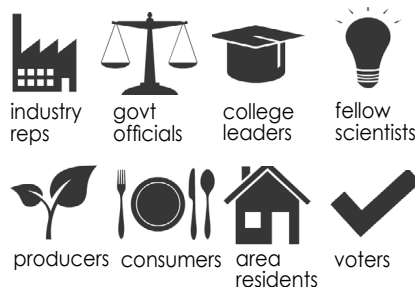
REVIEW YOUR STATEMENT.

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

ORGANIZING IMPACT REPORTS

FILLING IN A FORM

Often, you will fill out a form to report your impacts. Make sure to:

- Follow the **instructions**
- Fill out **all** sections

FREESTYLING

When you are not given a form to structure your impact statements, you have to decide how to best present your work. Consider:

- **Outlining** the parts of an impact story; jot down **keywords** for each part, then connect the dots
- Keep it **organized** (e.g., group your impacts by type)
- Use **formatting** (e.g., headings, bullets) to break up and draw attention to information
- Focus on the **highlights**
- Include **links** or **attachments** to supplemental materials
- When possible, include photos or other **visual aids**

REMEMBER:

There are many ways you to “perfect” your impact statements, but always come back to the **guiding principles**:

- Concise
- Non-technical
- So what, who cares?
- Context

THE RIGHT TIMING

- Share your impacts when people are primed to **pay attention**.
- Submit reports *on time*.
- Have impact statements *on hand* in case of unexpected requests or opportunities.
- Know when conversations related to your work are taking place so you can **join**.

SHARING IMPACTS WITH SPECIFIC AUDIENCES

GENERAL PUBLIC

- Big “so what” **hook** at the beginning
- Make it *relatable* (e.g., share personal ties to your work or challenges your work overcame)
- Be *straightforward and transparent*
- Use **visuals** or **analogies**
- Share **anecdotal impacts**

MEDIA

- Start with the impact—the “**big news**”
- Show how your work is *unique/innovative*
- Use **keywords** and connect to **hot topics** to show that your work is *timely*
- Share supporting **data**

LEGISLATORS/POLICYMAKERS

- Relate your work to **national issues** or **topics/communities** the representative cares about
- Focus on *measured* impacts and **ROI**
- Show the *public value*
- **Include an ask**: Explain what is still needed and what comes next

UNIVERSITIES

- Emphasize the role of any **special tools, labs, expertise** at your institution
- Show how your university is *making a difference* on a local, state, national, or global scale

SOCIAL MEDIA

- Keep it **super short** and to the point
- Use **hashtags** to connect to conversations
- **Tag** the accounts of funders, partners, and institutions involved
- Use *high-quality, simple visuals*
- **Engage** with followers

FOR ALL AUDIENCES:

- Build **relationships** (familiarity and trust) with reporters, legislators, and communications staff.
- Always identify **partners** and **funding sources**.
- Provide a way to **get in touch** and **learn more**.

