

# IDENTIFY THE PARTS OF YOUR IMPACT STORY.

**What issue were the researchers trying to address?** (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 project/program members do to address the issue?** (e.g., studied disease chemistry, hosted field days)

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

**Who was involved?** (e.g., Colorado State University; Dairy Cattle Association)

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

**What kind of impact did this project/program have?** (Impact = change in condition, behavior, or knowledge; think about potential impacts, especially if your project or program is new or deals with basic science)

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

**Where did this impact occur?**

# USE THE INFORMATION ABOVE TO WRITE AN IMPACT STATEMENT.

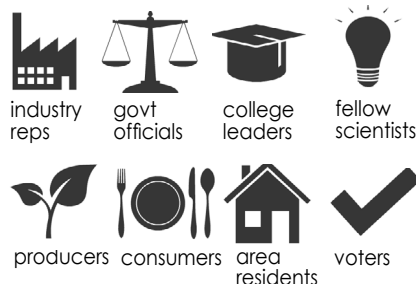
## REVIEW YOUR STATEMENT.

### 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?
- use **descriptive language**?
- only share **meaningful** info?
- be **concise**?

## 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