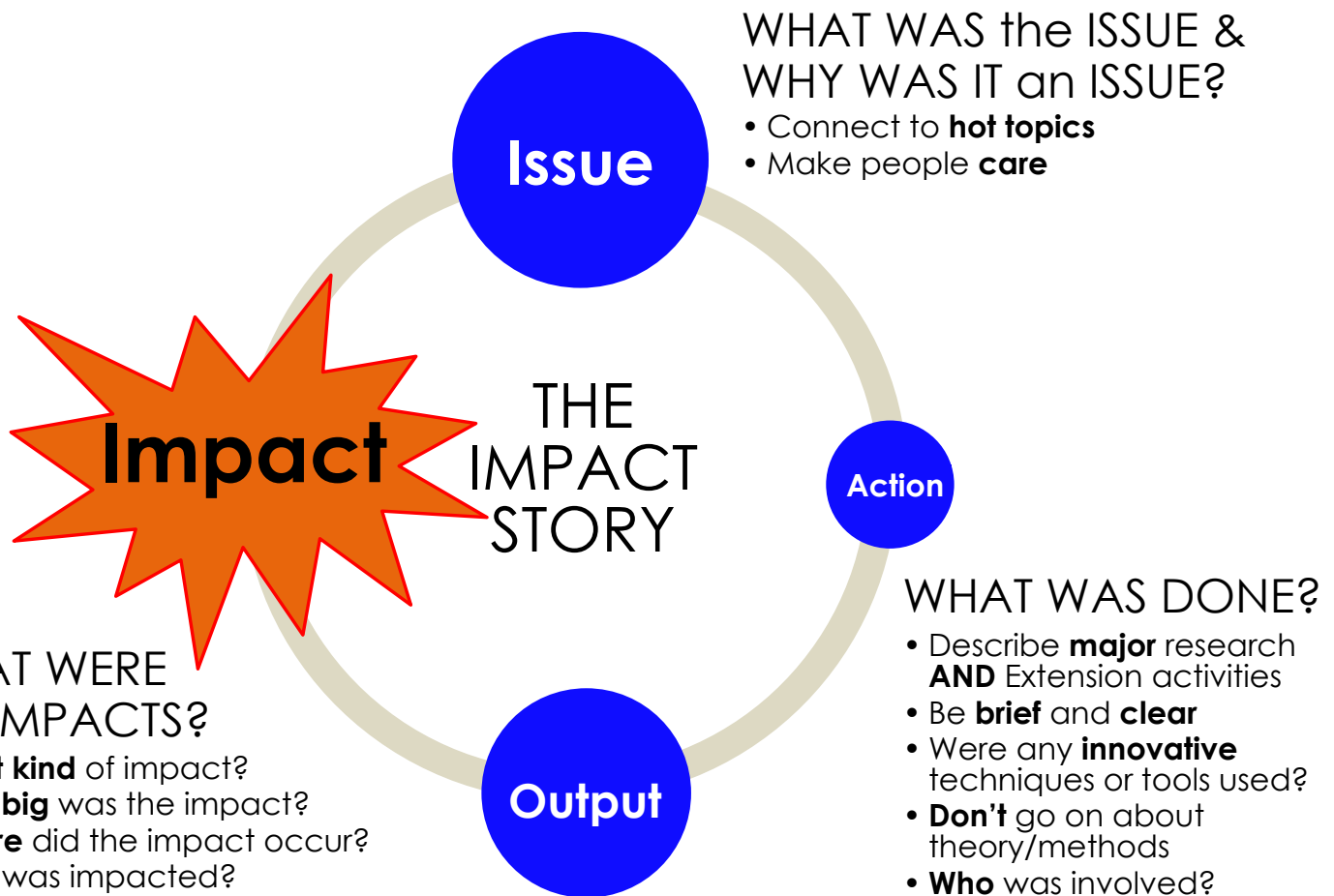


BIG IMPACT

Why Impactful Reporting Matters and How to Do It Better



IMPACT =

- ▲ condition*
- ▲ behavior
- ▲ knowledge

*economic, environmental or social

Still having TROUBLE?

- Think about **potential impacts**
- Share any **anecdotes**

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 chemistry, 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.

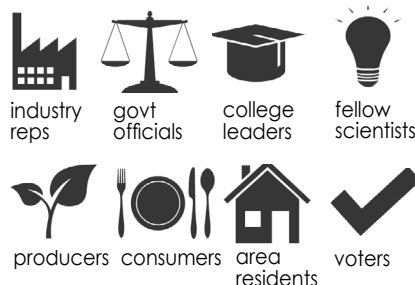
REVIEW YOUR STATEMENT.

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?
- 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