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.

industry reps  govt officials  college leaders  fellow scientists

producers  consumers  area residents  voters

Think about where to share your impact.

- databases
- social media
- department leadership
- communications team
- newspapers/magazines
- speeches
- interviews

This guide was developed by Sara Delheimer, Impact Writer for Multistate Research Fund projects, as a supplement to the Impact Writing Workshop “Big Impact: Why Impactful Reporting Matters and How to Do It Better.” Please feel free to use and share this document. Please do not reproduce an altered version of this guide or create materials based on it without attribution. For more information, visit www.multistateresearchimpacts.org.