

Projecting Anticipated Impact & Costs/Resources Worksheet

Issue & Audience: _____

Directions: Remember, a strong anticipated impact statement is a **SMART** Anticipated Impact Statement: it's Specific, Measurable, Attainable, Relevant, and Trackable. Use the formula below to help you develop your **SMART** Anticipated Impact Statement(s). Don't forget your secondary audience.

Audience	+	Action Verb	+	Specific Area	+	Measurement	+	Completion	=	Anticipated Impact Statement
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Note: The Anticipated Impact Statement may not be expressed in the *exact* sequence described above. However, each element of the formula must be represented in each Anticipated Impact Statement you create.

Completion + Audience + Measurement + Action Verb + Specific Area = Anticipated Impact Statement

- *By the end of the program, producers who participate in the Marvelous Marketers program will realize an extra \$10,000 to \$20,000 in annual returns through improving their marketing skills.*

Action Verb + Measurement + Audience + Specific Area + Completion = Anticipated Impact Statement

- *The Brighter Futures program will reduce the repeat pregnancy rate in Lucky County from 50 percent to 10 percent by targeting young, at-risk mothers with a two-year education campaign.*

Audience + Action Verb + Specific Area + Measurement + Completion = Anticipated Impact Statement

- *The number of older women participants in the Financial Empowerment program who feel they have the ability/power to affect their own financial positions positively will increase from under 50 percent to 75 – 90 percent over the course of the eight-week program.*

Completion + Audience + Action Verb + Measurement + Specific Area = Anticipated Impact Statement

- *Through successfully completing our Food Safety Plus educational program, food service workers will demonstrate at least a 50-percent increase in their knowledge of food safety.*

Anticipated Impact Statement

Anticipated Impact Statement

(OVER)

Projecting Anticipated Impact & Costs/Resources (continued)

Issue & Audience: _____

Directions: *Some* of the basic, initial costs to consider are listed below. Place a check mark next to all potential costs that apply, record an approximate amount, and provide a brief rationale for the cost in the space provided.

Note: An expanded version of this form is available through your business office.

Potential costs:	Amount	Provide rationale for these costs below.
<input type="checkbox"/> Development costs	\$ _____	_____
<input type="checkbox"/> Instructional design (if appropriate)	_____	_____
<input type="checkbox"/> Technology Access/Acquisition	_____	_____
<input type="checkbox"/> Program materials	_____	_____
<input type="checkbox"/> Instructor/Facilitator costs	_____	_____
<input type="checkbox"/> Facilities costs	_____	_____
<input type="checkbox"/> Travel/lodging/meals	_____	_____
<input type="checkbox"/> Administrative/overhead costs	_____	_____
<input type="checkbox"/> FTE(s)* Number of FTE(s) x time on task x salary = project cost.	_____	_____
<input type="checkbox"/> Other	_____	_____
<input type="checkbox"/> Other	_____	_____
<input type="checkbox"/> Other	_____	_____
*Total	\$ _____	_____

