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

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
__________________________________________________________________________________  

__________________________________________________________________________________  

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Anticipated Impact Statement
__________________________________________________________________________________  

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__________________________________________________________________________________

(OVER)
**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.

<table>
<thead>
<tr>
<th>Potential costs:</th>
<th>Amount</th>
<th>Provide rationale for these costs below.</th>
</tr>
</thead>
<tbody>
<tr>
<td>❑ Development costs</td>
<td>$___________________</td>
<td></td>
</tr>
<tr>
<td>❑ Instructional design (if appropriate)</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Technology Access/Acquisition</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Program materials</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Instructor/Facilitator costs</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Facilities costs</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Travel/lodging/meals</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Administrative/overhead costs</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ FTE(s)*</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>Number of FTE(s) x time on task x salary = project cost.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>❑ Other</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Other</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>❑ Other</td>
<td>________________</td>
<td></td>
</tr>
<tr>
<td>*Total</td>
<td>$___________________</td>
<td></td>
</tr>
</tbody>
</table>