Elements of an Impact Statement

The audience for your Impact statement is decision-makers and the general public, many of whom may not be familiar with Extension or with scientific terms and phrases. So keep your statement simple, and be sure you tell readers why they should care about what you have achieved.

**Impact title**
Make your title simple, interesting, and easy to understand.

**Issue**
Clearly describe the issue you are trying to address, not the process. What prompted you to begin your work? How important is your issue to the people of your community, Indiana, or the nation? Are people suffering because of this issue? How? When possible, quantify some part of the issue.

**What you have done**
Describe the steps you took to address or solve the issue. Your description should include processes and procedures you used, such as creating materials, organizing and conducting meetings, recruiting partners, and so on.

**Impact**
Demonstrate how your work made substantial progress toward a specific economic, social, teaching, or environmental goal.

Quantify progress whenever you can. Tell how people benefited financially or socially because of your efforts. Make sure a lay reader will be impressed with the effects of your efforts.

When possible, include anecdotes and specific examples. If you have a particularly memorable anecdote or example, repeat it in the “Impact Summary” section.

**Impact summary**
Your Impact summary ends up in administrators’ speeches and letters to constituents, and probably will be the most frequently used part of your impact statement — so make sure lay readers will be impressed with your issue and efforts.

Briefly summarize your whole project, beginning with a one-sentence description of the issue, another sentence that summarizes your “what you have done” section, and a one- or two-sentence summary of your program’s impact in quantifiable terms. In some cases, it is entirely appropriate for you to simply paste in sentences you already have written in your “issue,” “what you have done,” and “impact” sections.