

IMPACT WRITING WORKSHEET.

Follow these steps as a guide to writing a good impact statement.

IDENTIFY AN IMPACT.*

*  condition, behavior or knowledge

What impact did this project have?

PROVIDE CONTEXT FOR THIS IMPACT.

Where did this impact occur?

What did researchers do to achieve this impact? What major accomplishments or study results led to this impact? (e.g., studies showed that X pesticide is more 10% effective than Y pesticide)

Did researchers use any unique or innovative methods/tools?

Which researchers/institutions were involved?

What issue were the researchers trying to address? (e.g., 50% of corn crop was lost to damage from pests in 2012)

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 food supply)

Buzz words or hot topics related to this issue? (e.g., food security; environmentally friendly pest control)

USE THIS INFORMATION TO WRITE AN IMPACT STATEMENT.

Remember, your impact statement could be one sentence or an entire paragraph.

REVIEW YOUR IMPACT STATEMENT.

Did you remember to...

- talk about the **issue, action & impact**?
- use **up-to-date** stats?
- NOT use **jargon**, abbreviations or acronyms?
- spell out **units**?
- be explicit about **scope & scale**?
- write with an **active** voice?
- use **adjectives**?
- be **brief**?
- stay **focused**?

Think about your audience.



industry
reps



gov't
officials



college
leaders



producers



consumers



area
residents



fellow
scientists



the
media



voters