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?

industry gov't officials college leaders college college leaders college co

Think about your audience.

This guide was developed by Sara Delheimer, Impact Writer for Multistate Research Fund projects, as a supplement to the Impact Writing Workshop. Please feel free to use, copy, and share this document as much as you'd like. Please do not reproduce an altered version of this guide or create materials based on it without attribution. With questions about using this guide or for more information on the workshop, you can get in touch with Sara at 970-491-6564 or sara.delheimer@colostate.edu.