



## **Impact Reporting For Fun and Profit**

### Why Create Impact Reports?

- To show the difference we make in people's lives
- To describe the positive change we make in social, economic and environmental conditions in NH and NE
- To record accountability for public funds
- To verify that our use of resources makes a positive difference in people's lives
- To share successes so internal and external stakeholders learn from our work
- To spread the word about Extension as a valuable public resource
- To demonstrate that numbers alone don't tell the whole Extension story
- To reflect and learn from our work
- To practice good program development and evaluation

### How are Impact Reports Used?

*By you:*

- In performance appraisal
- For promotion
- In reports to stakeholders
- For communicating with elected and appointed officials
- To share the value of Extension work with partners and potential partners
- To celebrate achievements with coworkers and stakeholders

*By Program Leaders:*

- In response to requests from elected and appointed officials
- To assess individual and team progress on plans of work and other funded projects
- To share information with stakeholders
- To strengthen partnerships within the University
- For federal and other reporting purposes
- To post on the Extension web site for external access
- For news stories
- For nominating staff for awards and presentations
- To connect staff with common interests and work
- For sharing Extension work with potential funders

*By UNHCE Administration:*

- For impact briefings with elected, appointed and university officials
- As stories for Cooperative Extension reports
- For briefing key stakeholders
- In introductory packets for new officials
- In speeches and presentations for stakeholders
- For news stories and public information
- For internal communications
- For sharing Extension work with potential funders

### Key Elements of an Effective Impact Report

- Describes the results valued by clients
- Contains compelling, significant facts and quotes
- Catches the reader's attention and reads like a story
- Tells who benefits from the program
- Answers, "So what?" about the program activity
- Delineates Extension's role in achieving the program results
- Is easy to read and understand
  - Use active rather than passive voice
  - Use short and complete sentences
  - Choose simple words and avoid jargon
  - Avoid acronyms
  - Use your title or program name instead of I or we
  - Write in paragraph style with bullets for lists
- Identifies key funders and partners

### Sections of Impact Reports

- Situation – what prompted the program?
- Program Description/Response – How did Extension respond?
- Impacts – Who benefited and what resulted?
- Evidence (optional but encouraged in some impact report formats) – What's the evidence behind the reported impacts?