



National Institute of Food and Agriculture

U.S. DEPARTMENT OF AGRICULTURE

BIOENERGY, CLIMATE AND ENVIRONMENT
FOOD PRODUCTION AND SUSTAINABILITY
YOUTH, FAMILY AND COMMUNITY
FOOD SAFETY AND NUTRITION
INTERNATIONAL PROGRAMS

NIFA

Grant Support technical
Assistance Workshop

The Importance of Sharing Impacts

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**BIOENERGY, CLIMATE, AND ENVIRONMENT
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NIFA

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Director of Communications

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Internal Communications Manager

WHY IMPACT SHARING MATTERS

- ◇ Proves your value
- ◇ Highlights your effectiveness
- ◇ Increases your visibility
- ◇ Solidifies your position
- ◇ Creates database of successes

WHAT IS IMPACT?

- ◆ Reportable, quantifiable *difference or potential difference* a program makes in real people's lives.
- ◆ A brief summary written in **lay terms/plain language**.
- ◆ Provides only enough detail to be easily understood.



AN IMPACT STATEMENT IS...



A show of behavior change



A show of attitude change



An improvement in the situation

AN IMPACT STATEMENT IS NOT...

- ◇ How many people showed up for your program.
- ◇ How many information flyers you gave out.
- ◇ How many phone calls you answered.
- ◇ How many people visited your website or liked your Facebook posts and tweets.
- ◇ How many journals you were published in.

These are **OUTPUTS**. They have value but are different from impacts.

IMPACTS SHOW KEY CHANGE

- ◇ Economic value or efficiency
- ◇ Environmental quality
- ◇ Social well-being
- ◇ Health and well-being
- ◇ Illustrate the impact on people's lives, businesses and communities



Tell the "so what?"

ANATOMY OF AN IMPACT STORY

- ◇ Relevance – What problem are you addressing?
- ◇ Response – What did you do to address it?
- ◇ Results – The impact. What happened as a result of your response?
- ◇ In general, a paragraph for each section – informative but concise and written in layman's terms.
- ◇ Visit landgrantimpacts.org for examples.

HOW NIFA USES IMPACTS

“Give me the story.”

– U.S. Secretary of Agriculture Tom Vilsack

HOW NIFA USES IMPACTS

- ◆ Speeches, Talking Points and Travel Sheets for the Secretary and Director
- ◆ White House Briefing Memos and Reports
- ◆ Media Outreach: Press Releases and Media Pitches
- ◆ Social Media Engagement
- ◆ Marketing Materials
- ◆ In-Person and Virtual Events
- ◆ Blogs and Impact Stories on the NIFA Website and NIFA Newsletters

IMPACT DATABASES WE USE REGULARLY



LandGrantImpacts.org/products/



NIFA Reporting System (NRS)



Multistate Research Fund mrfimpacts.org



REEport

LEVERAGING YOUR COMM STAFF

- ◇ LGU communications staff should routinely submit impacts to LandGrantImpacts.org, REEport and NRS.

Why? NIFA funds more than LGUs, and LGUs are funded by more than NIFA. Submitting to both helps cover all bases.

- ◇ Impacts should be well-written, clear, concise and use **lay/plain language**.
- ◇ NIFA is more likely to elevate your impacts to key audiences if they are well written.

ACKNOWLEDGING NIFA

This work is supported by
USDA's National Institute of Food and Agriculture.

HOW TO REACH NIFA WITH IMPACTS



Tag us on **social media**.

- **FACEBOOK:** U.S. Department of Agriculture
(*NIFA-specific page coming soon*)
- **TWITTER:** @USDA_NIFA and #NIFAImpacts
- **LINKEDIN:** USDA National Institute of Food and Agriculture



Send us **press releases** and **impact stories**.



Use the **NIFA Reporting System** and **REEport**.



Submit impact to **LandGrantImpacts.org**. Be sure to note the funding source for the project.



Send noteworthy items to the **NIFA staff** person who manages your award.

Questions???

Panelists

Faith Peppers
LaRachelle Samuel-Smith
Edwin Lewis
Alexis Nazario-Negron



Please put your questions in
the Q and A Box

Questions/comments/feedback:
AdminOpsTeam.NIFA@usda.gov

Subject line: Grant Support Technical Assistance Workshop



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<https://www.usda.gov/non-discrimination-statement>

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