

1. ENTER THE DATABASE.

- Go to landgrantimpacts.org
- Click “**Enter the Database**” (bottom of page)
- Enter **login** email and password
- Click “**Add Statement**”

2. FILL OUT THE IMPACT STATEMENT FORM.

Title (a short descriptive title that will help database users know what the impact statement is about when it appears in searches)

Relevance

- **What is the issue?** (15% of dairy cow population was lost to disease in 2016)
- **Who cares about the issue?** (farmers; consumers; businesses)
- **Why do they care about the issue?** (farmers are losing money; consumers want safe, steady dairy supply)

Response

- **How did the project/program address the issue?** (studied disease; hosted events)
- **Who was involved?**

Results

- **What were the major results and/or outputs?** (new pesticide is 90% effective; 70% of participants met savings goals)
- **What kind of impact did the response have or could it have?** (changes in condition, behavior, knowledge)
- **Where did the impact occur?** (coastal states; Wisconsin)
- **Who was impacted?** (farmers, consumers)

Public value statement (impacts beyond just program participants or project site)

3. EDIT YOUR STATEMENT.

Did you remember to...

- talk about **all parts** of the impact story?
- NOT talk too much about **methods**?
- NOT use **jargon**?
- use numbers to show **magnitude**?
- write with an **active** voice?
- be clear and **concise**?

4. COMPLETE THE FORM.

- Select the **funding source**.
- Select a **focus area** and **tags**.
- **Link** to additional resources.
- Assign a **contact**.
- Is this an integrated statement?
- Is this an urban project/program?
- **Save** and **submit** when done.

5. COMPLETE REVIEW.

- Watch for emails requesting **revisions** to submitted impact statements. Make the revisions in a timely manner.
- You will receive an email notification that the impact statement has been approved to be **publicly available**.

SHARING IMPACT STATEMENTS

Click the “**Copy Direct Link**” button at the bottom of your statement. Paste to **share the URL** for your statement.

Other places to share your statement:

- College leadership/communicators
- Other databases
- Research partners
- Industry publications
- Ag news outlets
- Social media
- Local newspapers
- Newsletters