

## Impact Statement Reporting **Online Course**

What is it? The Impact Statement Reporting course is a valuable tool to make sure that policy makers, funders and the taxpaying public **understand the public value of Extension and non-profit programming.** Improved impact statements mean more exposure to the benefits of Extension's programs.

Who is it for? Extension educators, researchers, communicators and administrators are the primary audience but it can also be useful for non-profits, foundations, NGOs and government organizations.

What makes it different from on-site trainings? The online Impact Statement Reporting course combines the best practices from educators who have been training on impact writing for decades. The online format means that there is consistency across trainings, ease of use for people with busy schedules and greater accessibility--no travel required, a cost savings for universities and organizations.

Course Summary: Throughout seven interactive modules, participants will learn all about impact statements: What they are, how to write them, where to market them and how they can help a participant's organization. The course contains samples, video case studies, take-away resources, readings, interactions and assessments to help users engage with the topic. ✓

Module 1: Course Overview

Module 2: Impact Statements and Why You Should Write Them

Module 3: Know Your Audience

Module 4: Definition of Impact

Module 5: How To Write an Impact Statement

Module 6: Submitting Your Impact Statement

Module 7: Market Your Impact