



4-H Impact Report

Submission Form

We want to know about all of the wonderful programs, events and impacts our staff, partners, volunteers and members are making in Iowa! All volunteers, staff or 4-H members can use this form to communicate program impacts to the county Extension office staff. The information in this report may be used in local, state or national press releases, reports, or other promotional purposes. Program staff will be in contact if they need additional information from you.

What kinds of stories are we looking for? Events, programs or stories that are any of the following:

- New, different or unique
- Immediate or very recent
- Impact a large number of people, or impact a few people greatly
- Involve prominent or important people, places or things
- Relates to a “hot topic”

Full Name of Person Submitting

County

Phone

Email Address

Any Relevant Website Link to Program Info or Published Story (optional)

In order to be considered, please **include a quality photo** with this form. A quality photo is engaging, shows action or interaction, and helps tell the story.

People in the photos have signed an image release I am unsure and will need this confirmed
Select One

Provide a possible headline for this story. Headlines should grab attention and fully describe the most important aspect of the story.

In 500 characters or less, please write an impact statement that can be used in newsletters or sent to the media. When writing, think about why people should care about this story, event or program. Please see page 2 for examples and tips on writing quality impact statements.

Writing a Quality Impact Story

Writing quality impact stories helps all of us tell the 4-H story clearly and consistently. The purpose of a 4-H impact report is to call attention to any program, event or story that highlights one or more Iowans improving their lives through 4-H Youth Development programming.

- Always use “Iowa State University Extension and Outreach” or “Iowa State University Extension and Outreach (NAME) County”
- If you mention a staff member the proper format is “John Doe, 4-H youth program specialist with ISU Extension and Outreach”
- Include important answers to “who, what, where, when, how and why?”
- Be completely honest and accurate. Check your sources if necessary.
- Use active verbs (“she taught” or “they learned” instead of “they were taught by” or “it was learned that”)
- Use conversational language, such as the word “use” rather than “utilize”.
- Include what needs were being met or what the public value was to the community.
- Whenever possible, include data to help tell your story.

Example 1:

This spring thirty youth from Des Moines, Henry, Jefferson, Lee, Louisa and Washington counties explored the “STEMs of Crop Science.” This all-day field trip focused on crop production innovations at Monsanto and Mairret Farm. The youth participated in hands-on experiences with Monsanto technologies and local foods producers to further their knowledge and understanding of how technology effects our food supply and local economy.

Example 2:

Iowa 4-H Clover Kids focuses on STEM literacy. Dr. Sara Nelson, Postdoctoral Scholar at Iowa State University, works with State 4-H Staff to ensure that all new Clover Kids kits and programing build the literacy, science, technology, engineering and math skills of kindergartners through third graders in our Clover Kids program.

Example 3:

On March 31st, over seventy multi-cultural youth from four school districts joined with Iowa State University Extension and Outreach Youth Development staff, ISUEO Human Sciences staff, and Northwestern College faculty and students for the first ever GRIT conference. While on campus, youth were encouraged and equipped to participate in leadership roles in their communities and schools. Youth participated in a variety of leadership activities as well as sessions related to the 4-H priority areas of STEM, Healthy Living, Civic Engagement, and Communication and the Arts.

Who can use this form?

4-H members, 4-H volunteers, county staff and youth field staff can use this form to forward impact stories up the chain of communications. If we need more information from you we will contact you.

IOWA STATE UNIVERSITY Extension and Outreach

Iowa State University Extension and Outreach does not discriminate on the basis of age, disability, ethnicity, gender identity, genetic information, marital status, national origin, pregnancy, race, religion, sex, sexual orientation, socioeconomic status, or status as a U.S. veteran. (Not all prohibited bases apply to all programs.) Inquiries regarding non-discrimination policies may be directed to Ross Wilburn, Diversity Officer, 2150 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, 515-294-1482, wilburn@iastate.edu.