

Impact Messaging Cheat Sheet (ITACC, ACL Contract #75P00121C00067)



Project or Initiative Title

Goal: Clear, specific and outcome-focused

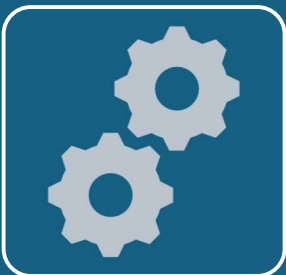
Formula: Action + Target Group + Outcome



What were you addressing?

Goal: Clearly explain the need and why it mattered.

Formula: “[Population] faced [specific barrier]. In [location/context], [data or evidence]. This resulted in [consequence or gap in service or access].”



Strategies and Activities

Goal: Show leadership and action.

Sentence 1: Main strategy

Sentence 2: Key activities

Sentence 3: Partnerships or collaboration

Sentence 4: Systems-level focus (if applicable)



Results

Goal: Show change — measurable if possible.

Sentence 1: Measurable result

Sentence 2: Systems or service improvement

Sentence 3: Human impact or example



What made the Councils role unique?

Goal: Explain why you were the right entity.

Formula: “The Council is uniquely positioned because [strength]. We [describe how that strength shaped action].”