

IMPACT SPEECH WORKSHEET

Identify the impact:

- Name one *meaningful* and *specific* change in the life of an individual or the community that results from your organization's work.

Identify the need/problem:

- If you removed that change, what would the individual or community be experiencing?
 - What would be the individual's emotional, mental and/or physical state *before* they come to your organization or if they *never* come to your organization?
 - What would be the state of the community *without* the service you provide or what if the community *never* received the benefit of your service?

Identify the program or service:

- What activity creates the impact?

Now, flip the above information around and tell your story.

- Did you know . . . (state the need/problem)
- As a result of (insert name of organization)'s work . . . (state the impact)
- "How do you do that?" the listener asks.
- (Insert name of organization) . . . (state the name of the program or service)