**Preparing Economic Impact and Educational Impact Statements**

In developing these impact statements, think about combining them into a document that is easy to read, graphically appealing, and no more than one page, front and back: something that can easily be added to your website, newsletter, or a community tourism/economic development site.

Focus on the local impact first, but also look outwards. Illustrate what makes your organization unique and of value to your local community, state, and nation. Include your mission, vision, and values. List primary stakeholders and collaborators. Make numerical, data-based statements that shine a positive light on your organization (numbers served, revenues generated, people employed, money pumped into your local economy through tourism, grants, awards, and operating expenditures).

**Answer These Questions**

1. What is the information that will be most relevant to garnering support from key policy- and decision-makers.

2. How does your organization *contribute* to the revenues of other business sectors in your community (i.e. hotels, restaurants, retailers, and entertainment/cultural venues)?

3. How does your organization contribute to the tax base.

4. How does your organization contribute to not only the city in which you are located, but also the county and region?

5. How does your organization contribute to and/or collaborate in the fulfillment of missions of other educational institutions in your community (public and private schools, college, trade schools, museums, arts councils, performing arts, etc.).

6. How does your organization contribute to literacy in the arts, history, and science? How does it support state educational standards and benchmarks? How is it an incubator for creativity and innovation?

7. What curriculum topics are covered by the breadth of your programs?

8. How is your organization perceived by those that champion you —your greatest advocates? Use quotes by local officials, celebrities, donors, educators, members, and children who have benefitted from your programs.

9. What makes you unique among other organizations?

**Economic Impact Statement: Basic Template**

An Economic Impact Statement provides valuable information to legislators, funders, and the general public about how your organization impacts community well-being.

A **basic template** for your Economic Impact Statement could include:

Name of the Organization

Logo or Letterhead of the Organization

Mission, Vision, and Values of the Organization

Number of People in the Community Employed Full- and Part-time by Your Organization

Number of Full- and Part-time Equivalents Volunteering at Your Organization

Annual Expenditures on Salaries and Goods and Services in Your Community

Annual Income Generated by Services to Your Community

Amount Generated by Your Organization in Local and State Revenues

How Your Organization Contributes to the Revenues of Other Business Sectors in Your Community (hotels, restaurants, retailers, entertainment, and cultural venues).

Amount Spent by Your Organization on Capital Improvements That Enhance the Community

Number of People that Receive Your Services Annually

Photos of Your Constituents and How They Benefit from Your Services

Quotes from Your Constituents and Advocates on the Positive Impact of Your Organization

National and State Data about the Economic and Quality of Life Impact of the Arts and Culture

**Educational Impact Statement: Basic Template**

An Educational Impact Statement provides valuable information to legislators, funders, and the general public about how your organization impacts the educational well-being of your community.

A **basic template** for your Educational Impact Statement could include:

Name of the Organization

Logo or Letterhead of the Organization

Mission, Vision, and Values of the Organization

Amount Spent by Your Organization on Educational Programming

Number of People Served by Your Educational Programming

How the Programming is Impactful and Transformative

Schools, School Districts, and Geographic Areas Served

Curriculum Topics Offered and State Standards and Benchmarks Addressed

Photos of Your Constituents and How They Benefit from Your Services

Quotes from Your Constituents and Advocates on the Positive Impact of Your Organization

National and State Data about the Educational Impact of the Arts and Culture