

Issue #36: Capturing Impact Sample Formats

Repository: CherrelleTucker/codesign-toolkit **URL:**

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State: open **Labels:**  phase-cross-cutting,  difficulty-intermediate, impact-monitor **Assignees:** None

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Capturing Impact Sample Formats

Templates and Examples for Documenting Earth Observation Solution Impact

Tool Category: Impact & Monitoring | **Phase:** Cross-Cutting | **Difficulty:**  Beginner

Ready-to-use formats and templates for capturing, documenting, and presenting the impact of Earth observation solutions across different audiences and communication channels.

Tool Summary Card

| Attribute | Value |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|  Purpose | Provide practical templates and formats for documenting solution impact across multiple communication needs |
|  Time Required | 30-90 minutes per format depending on complexity and available data |
|  Participants | 1-3 people: impact documenter + subject matter expert + (optional) communications specialist |
|  Outputs | Completed impact documents, presentations, reports, and multimedia content |
|  Frequency | As needed for different communication and documentation requirements |
|  Materials | Template library, impact data, user quotes, visual assets, publication guidelines |

When to Use This Tool

Essential For:

- Projects needing to document and communicate impact to various stakeholder audiences
- Teams preparing reports, presentations, or publications about solution outcomes

- Organizations building portfolio of impact evidence for funding or strategic planning
- Anyone needing quick, professional formats for impact communication

Particularly Valuable When:

- Preparing for budget reviews, funding proposals, or stakeholder presentations
- Creating content for websites, newsletters, or social media about solution success
- Developing case studies for replication or knowledge sharing with other organizations
- Responding to requests for impact evidence from funders, partners, or leadership

Consider Custom Approaches When:

- Highly specialized technical audiences requiring detailed methodological documentation
- Sensitive organizational contexts requiring careful message control and review
- Complex multi-stakeholder impacts requiring extensive customization

Prerequisites:

- Basic impact data and evidence available (quantitative metrics, user feedback, etc.)
 - Understanding of target audience and communication objectives
 - Access to users or stakeholders who can provide quotes and validation
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Impact Documentation Format Library

Executive Summary Formats

One-Page Impact Brief:

-  [Executive Impact Brief Template](#)
-

Digital and Social Media Formats

Website Content Formats

Web Page Impact Story:

-  [Website Impact Story Template](#)
-

Data Visualization Formats

Impact Dashboard Layouts

Executive Dashboard Format:

-  [Executive Impact Dashboard Template](#)
-

Multimedia Content Formats

Video Content Templates

Success Story Video Script:

-  [Video Success Story Production Guide](#)
-

Integration with Other Tools

Tool Integration Matrix:

| Integration Type | Tool | Information Exchange |
|---------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
|  Builds On |  Impact Story Collection Templates | Raw stories and interviews that need formatting |
|  Builds On |  Indicator Development Guidance | Quantitative data and metrics for impact documentation |
|  Builds On |  Economic Impact Assessment Guide | Financial analysis and ROI data for value communication |
|  Enables |  Monitoring, Impact and Learning Plan | Professional formats for sharing learning and results |
|  Enables |  Sustainability Planning Workshop | Evidence and success stories for sustainability arguments |
|  Informs |  Designing for Impact 101 | Real examples and templates for impact communication learning |

Content Lifecycle Management:

| Stage | Activities | Outputs | Quality Control |
|-------------------------------------------------------------------------------------------------|-----------------------------------------------|--------------------------------------|------------------------------------------|
|  Creation | Template customization, content development | Draft documents, initial formats | Internal review, fact-checking |
|  Validation | Stakeholder review, user approval | Approved content, signed permissions | Legal review, accuracy verification |
|  Publication | Multi-channel distribution, format adaptation | Published materials, social content | Brand compliance, accessibility check |
|  Maintenance | Updates, refreshes, archive management | Current versions, archived materials | Regular review schedule, update tracking |

Cross-Platform Content Strategy:

| Primary Format | Derivative Formats | Distribution Channels | Adaptation Requirements |
|-----------------------------------------------------------------------------------------------------|------------------------------------------|--------------------------------------|------------------------------------------|
|  Full Case Study | Executive brief, blog post, presentation | Website, reports, meetings | Length reduction, audience customization |
|  Success Video | Social clips, GIFs, screenshots | Social media, website, presentations | Platform sizing, caption requirements |

| | | | |
|------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------------------------|--------------------------------------|
|  Impact Dashboard | Infographics, social graphics, slides | Reports, presentations, social | Static versions, simplified metrics |
|  Podcast Interview | Blog quotes, social snippets, testimonials | Multiple content formats | Transcript editing, quote extraction |

Source Attribution

Primary Sources:

- **Solution Co-Development Toolkit Narrative** - Impact documentation and communication approaches for user-centered Earth observation solutions
- **NSITE Solution Project Requirements and Expectations** - Impact reporting and stakeholder communication requirements

Supporting Sources:

- **SERVIR Service Design Tool 2021** - Impact story collection and communication methodologies for Earth observation services
- **MSFC Coordination on Solutions Co-Development Toolkit** - Multi-stakeholder impact communication coordination and best practices

Methodology Foundation:

- Strategic communication frameworks from public relations and marketing literature
- Storytelling methodologies from narrative psychology and organizational communication research
- Data visualization best practices from information design and user experience literature
- Multi-media content development approaches from digital marketing and communications practice
- Stakeholder engagement and communication strategies from public sector and nonprofit management literature

Community Discussion

Share your impact communication experience:

- What formats have been most effective for communicating Earth observation solution impact to different audiences?
- How do you balance technical accuracy with compelling storytelling in impact documentation?
- What multimedia approaches have generated the most stakeholder engagement and interest?
- How do you maintain up-to-date impact content across multiple formats and channels?

Tool improvements:

- What additional content formats would be valuable for Earth observation impact communication?
- How do you adapt impact communication for different organizational cultures and communication preferences?
- What automation or efficiency approaches help maintain current, accurate impact content?