**A statement of intended impact is a specific statement about what the organization will accomplish and for what it will be held accountable.** It focuses the organization and defines who it serves and the desired outcome. To develop our statement we begin by asking a series of questions about our organization. There is no right or wrong answer, but please try to be specific. We will discuss the answers at the next task force meeting.

**What is the issue or problem the organization is trying to address?**

**If we went away today, who would it matter to and why?**

**Who are the primary direct beneficiaries of our organization?**

**What is the geographic region of our impact?**

**What does success look like and how can it be measured?**