Statement = one sentence, includes a verb, 10-20 words long

- Problem Statement
- Project Statement
- Process Statement
- Impact Statement
- Sustainability Statement

- **Problem statement:** The specific issue that is in need of a solution that you are tackling
  - The “why?”
  - States the problem you are going to address
  - If possible, give some sense of the importance, scale/size
  - Don’t go over the top

  *Catlessness is a condition that afflicts many households in our country, causing a detrimental lack of snuggles.*

- **Project statement:** Combines your overall objective and rationale
  - Your overall project objective
  - Sometimes your project will have multiple goals and objectives
  - But you should define and overarching statement of need in one sentence
  - What you are requesting funding for
  - Make sure it matches your statement of the problem

  *We propose using the existing network of local shelters and veterinarians to hold a cat adoption drive.*

- **Process statement:** Your plan and/or method of testing or developing your innovation
  - Summarizes your plan to study, test, or develop your innovation
  - High level statement of your ‘execution plan’
  - States how you will accomplish the stated goals or objectives

  *We will coordinate 26 cat adoption sites throughout our city on the same day, targeted to high-volume areas.*
• **Impact statement:** The single substantial way your innovation will produce positive change
  
  - Statement of your anticipated impact
  - Reflects what ‘success’ is for your project -> your short term goal
  - Metrics of impact can be multiple and broad, but important to state a singular way that your project will produce positive change
  - Must include quantification and context
  - **Impact is increasingly important to funders.** Make sure your impact is in line with the objectives of the funder.

  *We expect to increase the city’s cat ownership by 12% through this drive, which will, in turn, increase cat snuggling happiness.*

• **Sustainability statement:** How your innovation can be implemented, scaled + sustain its impact.
  
  - States how your innovation will sustain health or development outcomes
  - Includes how it can be implemented and/or applied more broadly or to other settings
  - Can include financial + social sustainability
  - May be a (grounded) projection into the future
  - Don’t go over the top

  *Successes from this coordinated approach to pet adoption drives will be distilled and shared for application by other communities.*

And when you put them all together, you get a project summary:

*Catlessness is a condition that afflicts many households in our country, causing a detrimental lack of snuggles. We propose using the existing network of local shelters and veterinarians to hold a cat adoption drive. We will coordinate 26 cat adoption sites throughout our city on the same day, targeted to high-volume areas. We expect to increase the city’s cat ownership by 12% through this drive, which will, in turn, increase cat snuggling happiness. Successes from this coordinated approach to pet adoption drives will be distilled and shared for application by other communities.*

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Exercise: Define your 5 Key Statements

What is your problem statement?

What is your project statement?

What is your process statement?

What is your impact statement?

What is your sustainability statement?