




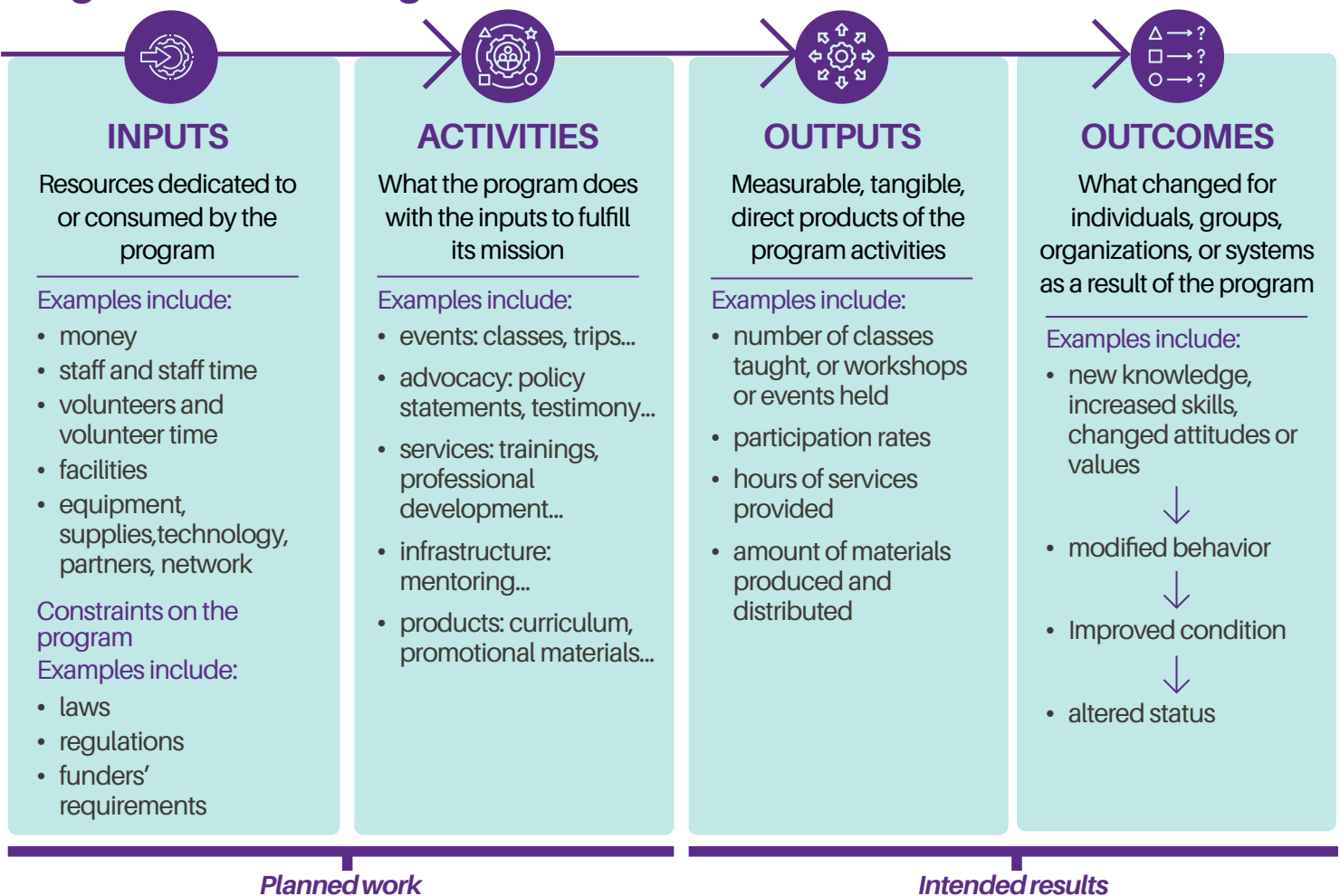
Overview

In pictorial fashion, a logic model shows: **the series of connections or logical relationships that are expected to lead to desired results of a program over time.** A logic model depicts the reasoning—the logic—of a program; how the resources invested, and the activities undertaken are likely to yield the results intended.

A Logic Model...

-  is a simplified picture of a program, initiative, or intervention
-  shows the logical relationships among the resources that are invested, the activities that take place, and the benefits or changes that result.
-  supports program planning, evaluation, program management and communications.

Program Outcome Logic Model



For more variations, visit [W. K. Kellogg Foundation Logic Model Development Guide](#).

Logic Model Components

Most nonprofit organizations regularly track and report operational metrics, such as funding received, staffing levels, volunteer involvement, and program activities. They know how many people participate in their programs, how many hours of service they provide, and how many workshops, classes, counseling sessions, or other services they deliver. In other words, they document their program **inputs, activities, and outputs**.

However, many nonprofits do not consistently measure what happens after participants receive those services. As a result, they often cannot demonstrate **outcomes**, such as whether participants adopted more effective conflict management strategies after a program or whether a public awareness campaign led to an increase in inquiries. In other words, while many organizations can describe what they do, they have limited information about the difference their programs actually make.



INPUTS

include resources dedicated to or consumed by the program. Examples are money, staff and staff time, volunteers and volunteer time, facilities, equipment, and supplies. Inputs also include constraints on the program, such as laws, regulations, and requirements for receipt of funding.



ACTIVITIES

are what the program does with the inputs to fulfill its mission. Activities include the strategies, techniques, and types of treatment that optimize the program's service methodology.



OUTPUTS

are the direct products of program activities and usually are measured in terms of the volume of work accomplished—for example, the numbers of classes taught, counseling sessions conducted, educational materials distributed, and participants served. Outputs have little inherent value in themselves. They are important because they are intended to lead to a desired benefit for participants or target populations. If given enough resources, program providers can control output levels.



OUTCOMES

are benefits or changes for individuals or populations during or **after** participating in program activities. They are influenced by a program's outputs. Outcomes may relate to behavior, skills, knowledge, attitudes, values, condition, or other attributes. They are what participants know, think, or can do; or how they behave; or what their condition is, that is different following the program. Outcome should be SMART: Specific, Measurable, Achievable, Results-oriented, and Timed.

Use Logic Models in Program Planning: "Plan Backwards, Implement Forward"

