Logic Model

A logic model (LM) is an illustration of how a program works, and it functions as a guide or roadmap for the funder. The LM represents a program at a quick glance, and it also provides the funder with a logical view of an organization’s planning, implementing, evaluating, and communicating processes. The LM is represented by either a table or chart and is based upon the “if-then” relationships or connections between the resources, activities, outputs and outcomes of a program. In order to provide a visual representation, think in terms of if a program has resources then activities can be implemented and if the activities are implemented then outputs and outcomes can be expected.

Typically, a LM is the result of strategic planning and should not be attempted until the writer has completely identified the resources, activities, outputs, and outcomes of his or her program. A LM can be used for a variety of reasons, but for the nonprofit sector, it is used as a way to improve programs in order to produce favorable impacts. LMs will strengthen the case for investment because the illustration provides a flow of information that provides a logical idea of your plan and an organized approach to capturing, documenting, and disseminating program results.

Logic Model Basics:

- Read from left to right
- Describe program basics over time
- Begin with best practice information
- Follow the logic if this then that
- Produce an inventory of what you have and what you need
- Provide a strong case for how and why your program will work
- Provide a method for program management and assessment
- Create using general ideas
- Provide simple construction
- Implement effective labeling

There are three main components of a LM framework: Inputs, outputs, and outcomes—impact.

- Inputs include the resources that go into the program and are both resources you have on hand and those you need
  1. Human Capital (paid or volunteer)
  2. Financial Resources (earned and contributed)
  3. Organizational (things such as computers, buildings, etc.)
  4. Community (consider the sorts of community—business community, cultural community, volunteer community, etc.)
- Outputs are the activities that the program will implement and the participation from the targeted population
  1. Events
  2. Implementation efforts
- Outcomes are the desired changes or benefits that result from the activities
  1. Outputs are the products of the program’s activities
  2. Outcomes are the specific changes in program participants’ behavior, knowledge, skills, status, and living functioning. Short term should be 1-3 years and long term should be 4-6 years

1 W.K. Kellogg Foundation  Logic Model Development Guide
3. Impact is the intended or unintended change occurring in organizations, communities, or systems as a result of program activities within 7-10 years.

**Basic Form**

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Inputs → Outputs → Outcomes
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**More Developed**

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Inputs → Outputs → Outcomes

Inputs
- Program Resources

Outputs
- Activities
- Participation

Outcomes
- Short
- Medium
- Long
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What we need: Inputs
What we do: Outputs
Who we reach: Outcomes
Our results

What we invest: Program Resources