

YOUTH MOVE NATIONAL PRESENTS

#THINGS2CONSIDER

Why and How to Develop Logic Models

A logic model is commonly referred to as a theory of change or a story of change. It is a useful document that helps integrate planning, implementation, and evaluation efforts for an organization or initiative.

The process of creating a logic model is important for organizations and can be beneficial in creating new initiatives or improving and revitalizing existing organizations. Logic models can help identify your current focus, challenges, action steps, and the results you want to see. A logic model explains why your strategy is a good solution in overcoming the problem at hand.

Effective logic models make an explicit, visual statement of the activities that will bring about change and the results you expect to see. They also are used to leverage funding and stakeholders for the work by providing an easy overview and clear ways to evaluate the impact of the efforts.

ADDITIONAL BENEFITS OF A LOGIC MODEL

- Improves communication internally and externally
- Organizes the work
- Tracks progress
- Improves the use of strategic planning and internal evaluation
- Identifies technical assistance needs

HOW DO YOU DEVELOP A LOGIC MODEL?

After you agree that a logic model is a smart way to guide and evaluate your efforts, what do you do next? How do you develop an effective logic model?

Well, each logic model is unique to the organization or initiative. It is important to be strategic about your logic model and include many partners in its development.

A logic model includes inputs, activities, outputs, and outcomes. A logic model is meant to be simple. It is important to include many voices in the process of developing a logic model so you are able to capture an accurate description of your story of change.

Make sure to have a timeline that includes deadlines, or the logic model process might take a very long time to finalize. It is important to understand that logic models also are living documents and should be revisited over time to ensure your work is aligning with your proposed plan and making progress toward desired results. When working with a team to design a logic model, consider whom to include in the conversation: a diverse group of stakeholders including staff, board members, community partners, and people served by the organization. A larger team means more time to complete your logic model, so plan accordingly.

BRAINSTORMING STEPS

Prep work to do with your partners

1. Think about what you do and what is the change you want to make?
2. What issues or challenges is the organization most concerned about? What have you been funded to do?
3. What are you doing to address the issues/challenges?
4. What changes occur (intended or unintended)?

INPUTS

What do you invest, or put in?

- Financial investments (in-kind services, donations of money or materials)
- Resources (equipment, technology, transportation, people's time)
- Include all the key elements needed

ACTIVITIES

What will your organization do?

- What are the next steps needed?
- How will you complete those steps?

OUTPUTS

Who benefits?

Outputs include things you can measure. They are quantifiable.

- Whom do you reach?
- Who or what benefits from the activities and efforts?

Include the results of your work, such as attendance levels, personal progress, or whatever way you measure the success of your initiative.

OUTCOMES

What impact will you make?

- Include short-term, mid-term, and long-term outcomes
- What changes occur because of your efforts?

FOR MORE INFORMATION ON DEVELOPING A LOGIC MODEL, CHECK OUT THE GUIDE IN THE MY-PEER TOOL KIT!

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Logic Model Example

