



**Logic Model Tool Kit for PHT Grant Applicants**  
**What difference are you trying to make?**

*Prepared by:*



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## WHAT IS A LOGIC MODEL

Logic models systematically present information about the relationships among an organization's resources, activities, and anticipated objectives.

## KEY COMPONENTS OF A LOGIC MODEL

- **Objectives:** The quantifiable changes expected to occur as a result of the program or intervention.
- **Activities:** The actions taken to implement a program or intervention
- **Outputs:** The tangible and direct result of the program or intervention

## WHY DEVELOP A LOGIC MODEL?

It helps you think through the difference you are trying to make. Logic models also provide a reference point for shared understanding and are valuable in planning, implementation, and evaluation. The frequent and systematic use of logic models and the process of modeling can build critical thinking skills, make explicit assumptions, and clarify intentions, and ultimately improve effectiveness. Lastly, a well-formed logic model can help you see if objectives are aligned with inputs and activities. Depending on the model you use, it can also articulate the "theory" of the program and the relationship between activities and objectives (what you do and the change intended/expected).

## WHEN SHOULD I USE A LOGIC MODEL?

A logic model is a valuable tool for program planning and development, program management, communications, consensus-building, and evaluation.

- **Program Planning:** A well developed logic model will assist in the development of program strategy by clarifying where the program is and where the program is intended to be within a clear timeframe.
- **Program Management:** Because it documents linkages between resources, activities, and objectives, a logic model can also serve as the basis for developing a more detailed management plan. Used in conjunction with an evaluation plan, the logic model will assist in tracking and monitoring program operations to better manage results.
- **Communication:** A logic model can also be utilized as a powerful communication tool. It can show stakeholders at a glance what a program is doing what it is achieving, and how the two are connected.
- **Consensus Building:** The process of developing a logic model can serve to build common understanding and promote buy-in among both internal and external stakeholders.
- **Evaluation Planning:** Evaluation planning can be made more effective by first going through the logic model process in order to ensure that relevant useful information is captured.

**WHAT ARE THE STEPS FOR CONSTRUCTING A LOGIC MODEL?**

1. Identify the problem or need.
2. Identify a clear goal or goals based on what the program will accomplish.
3. Identify the inputs or available resources available for achieving the intended goals and objectives.
4. Identify the activities that are needed to implement the program.
5. Identify the preferred results of implementing activities.
6. Identify intended results from successful implementation over short, intermediate and long time frames.

**LOGIC MODEL EXAMPLE**

**Figure 1: Implementation Logic Model**

<p><b>OBJECTIVES</b> <i>What changes do you expect to see?</i></p> <p>X% of participants will demonstrate increased awareness of X</p>	<p><b>DATA SOURCES</b> <i>What data sources will you use to measure your objectives?</i></p> <p>Pre/Post tests of participation</p>	<p><b>ACTIVITIES</b> <i>What efforts will you undertake?</i></p> <p>X # of workshops will be delivered.</p>	<p><b>OUTPUTS</b> <i>Who and how many will you reach? What will be accomplished?</i></p> <p>50 community activists will participate from the period of X to X</p>
<p>X# or X% key legislators are more actively engaged in the dialogue around.</p>	<p>Tracking # of policies passed pre/pos communication</p> <p>Log of new legislators interested in topic</p>	<p># of materials are developed and disseminated to key legislators</p> <p>X# of legislative briefings will be delivered</p>	<p>X# of legislators will be reached through debriefings</p>
<p>X % increase in ally organizations</p>	<p>Log of outreach efforts</p>	<p>X# of contacts/ outreach activities will focus on ally organizations</p>	<p>X# of ally organizations will be “courted” through outreach and education</p>

**RESOURCES**

W.K. Kellogg Foundation Logic Model Development Guide

Are We There Yet? A Communications Evaluation Guide; by Edith Asibey, Asibey Consulting

Evaluating Online Nonprofit Advocacy Efforts; by Karen Matheson, M+R Strategic Services

Evaluating Community Organizing; by Sue Hoechstetter, Alliance for Justice