



## Logic Model<sup>1</sup>

A Logic Model (LM) is an illustration of how a program works. It functions as a guide or roadmap for the funder and is often used in writing a business plan or a grant proposal. 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, the 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. The 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 outcomes. LMs strengthen the case for investment because the illustration depicts a flow of information that provides a logical idea of your plan and an organized approach to capturing, documenting, and disseminating program results.

### 1. Logic Model Basics:

- A. Read from left to right.
- B. Describe program basics over time.
- C. Begin with best practice information.
- D. Follow the "if-then" logical relationship.
- E. Produce an inventory of what you have and what you need.
- F. Provide a strong case for how and why your program will work.
- G. Provide a method for program management and assessment.
- H. Create using general ideas.
- I. Provide simple construction.
- J. Implement effective labeling.

### 2. Main Components of the LM Framework:

- A. Inputs: Includes the resources that go into the program—both resources you have on hand and those you need:
  - I. Human capital—paid or volunteer.
  - II. Financial resources—earned and contributed.
  - III. Organizational capital—computers, buildings, etc.
  - IV. Community—business community, cultural community, volunteer community, etc.
- B. Outputs: The activities and events that the program will implement and the participation from the targeted population.
- C. Outcomes: The desired changes or benefits that result from the activities.
  - I. The specific changes in program participants' behavior, knowledge, skills, status, and living functioning.
  - II. Short term should be 1-3 years and long term should be 4-6 years.

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<sup>1</sup> W.K. Kellogg Foundation *Logic Model Development Guide*



D. Impacts: The intended or unintended change occurring in organizations, communities, or systems as a result of program activities within 7-10 years.

**Basic Form**



**More Developed**

