

LOGIC MODEL

Resources	Activities	Outputs	Outcomes	Impacts
<p>In order to accomplish our set of activities, we will need....</p>	<p>In order to address our problem we will...</p>	<p>We expect that once completed or under way, these activities will produce the following evidence of activity/service delivery...</p>	<p>We expect that if completed or ongoing, these activities will lead to the following changes in 1-3 years/4-6 years...</p>	<p>We expect that if completed these activities will lead to the following changes in 7-10 years...</p>

*based on the Kellogg Logic Model Development Guide page 17

LOGIC MODEL EXAMPLE- Small, volunteer-based communications department

Resources	Activities	Outputs	Outcomes	Impacts
<p>In order to accomplish our set of activities, we will need....</p>	<p>In order to address our problem we will...</p>	<p>We expect that once completed or under way, these activities will produce the following evidence of activity/service delivery...</p>	<p>We expect that if completed or ongoing, these activities will lead to the following changes in 1-3 years/4-6 years...</p>	<p>We expect that if completed these activities will lead to the following changes in 7-10 years...</p>
<ul style="list-style-type: none"> • Social media outlets • Social media and blog managers to post information, respond to member posts; website manager • System of communication regarding events • Volunteers engaged in advocating for and informing of mission-related legislation • Member contact database, permission to share member contact information • Member email content and volunteers to send member emails 	<ol style="list-style-type: none"> 1. Inform members of events, legislation, and member progress through social media, blog postings, and member emails 2. Interact with members and/or followers on social media through responding to posts and encouraging members to share their progress 3. Update the website with information regarding how members and potential members can get involved with the mission 	<ol style="list-style-type: none"> 1. Posts on various social media outlets 3 times per week, including 2 blog posts, and send monthly member emails 2. Every member/follower post is responded to within 72 hours, and members are encouraged to interact on social media 3. Website is updated when changes occur in how members and potential members can get involved 	<ol style="list-style-type: none"> 1. Members are informed about how to engage in the mission, support legislation, and events 2a. Members/followers are involved in advocacy through posting on social media to reach people that are not members/followers 2b. Organization leverages social media followers to support fundraising and program efforts 3. Membership increases and members are actively involved with the CT mission 	<p>Organization will have active members across the United States who support the mission through actively cleaning their local public spaces and advocating by sharing their successes through social media</p>