

Writing Measurable Outcomes Using a Logic Model

What is a Logic Model?

A visual method of presenting your program/project – a graphical representation of the resources (inputs) and activities that will take place, to the deliverables (outputs) and goals (outcomes) that the program/project will produce.



Why use a Logic Model to Help Measurable Outcomes?

The Charles D. Berry Foundation does not require a logic model as part of our application. However, we do ask you to identify two measurable outcomes, including how the outcomes will be measured. We recommend using a logic model as a development and planning tool for defining the outcomes you plan to achieve.

Key Definitions and Components of a Logic Model

Inputs: Materials that go into the program/project. The resources that are used in your activities to serve individuals and/or groups (e.g., equipment/supplies, staff time, and volunteer hours).

Activities: What the program does with the inputs. The processes and techniques the program/project undertakes to meet the individuals and/or group’s needs (e.g., teaching, counseling, sheltering, feeding, or clothing).

Outputs: Volume of work that is accomplished or produced. The units of service regarding your program/project (e.g., the number of people taught or fed, the number of books published, or the number of classes offered).

Outcomes: Specific impact/change that results from your program/project. The actual benefits that an individual and/or group receives after their involvement with your program/project.

Sample Logic Model

Inputs	Activities	Outputs	Outcomes
Staff coordinator Volunteers Supplies	After-school homework program for youth	# of participating kids # of programs delivered	Students improve their grades

Writing a Measurable Outcome Statement

Outcomes should be SMART:

<u>S</u> pecific	- targeted rather than generalized - clear and direct
<u>M</u> easurable	- quantify the change you want to see - tracked on a measurable scale
<u>A</u> ttainable	- achievable and realistic - ensure you're actually able to do what you set out to do
<u>R</u> elevant	- does it make sense in the context of your proposal - is it related to your mission
<u>T</u> ime-bound	- must have a due date - the time frame for what you hope to accomplish

Sample Outcome Statement

Using the same example from the logic model above, here is a sample outcome statement:

Of the 50 students participating in the after-school homework program, 50% (or 25 students) will improve their grades from the previous year. This will be measured by tracking participant's grades at three time points: beginning of the program, six months and one year.

Sources & Additional Resources

The Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources. Retrieved from <https://managementhelp.org/evaluation/outcomes-evaluation-guide.htm>

Strengthening Nonprofits: A Capacity Builder's Resources Library (Measuring Outcomes). Retrieved from <https://strengtheningnonprofits.org/resources/guidebooks/MeasuringOutcomes.pdf>