The Title of Your Project

Vision (impact, long-term outcome, goal) Your vision statement is a reflection of the purpose and spirit behind your actions. All activities and outcomes should contribute to the achievement of your vision. A truly inspired vision statement may not be measurable in the short-term, and your program doesn't necessarily have to be responsible for single-handedly achieving it. Rather, your program may be *contributing* to its achievement.

Population and Population Needs A description of the population you are targeting and the specific needs you intend to address through your services.

Services (outputs)

State what you will do to achieve your outcomes. What approaches, activities, or strategies will you offer?

Because a logic model is generally limited to one page, you will not be able to go into detail, but provide enough information for a reader to get the gist of your services.

Resources (inputs)

Demonstrate that you have the means to provide services as described. Include funding, in-kind services and existing infrastructure. You can identify secured resources as well as resources being sought. You may also specify less tangible resources, such as relationships with partners. If it is important to service delivery or programming, consider including it here.

Outcomes

Describe how the target population's beliefs, behaviors, and status will change as a result of your services. In determining outcomes, ask, "What is the desired change our services will bring about?" Outcomes should always be measurable.

Outcomes may be broken into three broad categories: *short-term, intermediate (or intermediate-term)* and *long-term.*

Indicators

Indicators are concrete descriptions of what you would see or hear as evidence that an outcome is achieved. They provide a direct link to the data you need to collect and the tool or tools you will use to measure it. Indicators are often expressed in either numbers or percentages.

Each outcome should have at least one or two indicators. Indicators can operationalize and define the outcome. They clarify what is meant by the outcome and what you plan to measure.

You will be accountable for measuring your indicators, therefore they need to be something you can see, hear, and count or otherwise measure.

If you don't have a way to measure an indicator, it's best not to include it.

Measurement

The tools used to capture information about whether or not an outcome has been achieved. Your measurement tools need to be tied directly to your indicators.

Measurement tools can be simple, such as a check-list a caregiver keeps to record how respite was used, or tally sheets used to count the number of referrals received.

They can also be more complicated types of surveys, tests and observational assessments. Some may require a high level of skill and training to use.

Any measurement tool you select should be directly related to one of more of your indicators.

Assumptions (Rationale)

Your assumptions are the reasons you believe the services you offer will bring about the desired outcomes. The services you offer should be based on what is most likely to be effective. Briefly describe the rationale for using the particular intervention, including factors such as: "lessons learned" for similar projects previously tested in your community, or in other areas of the country; factors in the larger environment that have created the "right conditions" for the intervention (e.g., existing social, economic or political factors that you'll be able to take advantage of, etc.)