



Basic Program Theory Logic Model: Questions Project Developers Should Ask Themselves

Need → Resources → Activities → Outputs → Outcomes

Need: Why you are doing the project

Why are you planning to do your project?
Why do you think it is needed?
How do you know it is needed?
How was information on need acquired, compiled, and shared?
(What is the real reason you are planning to do the project?)

Resources: The human, financial, organizational and community resources available to use in the project

What makes you think you can do your project?
What capacity do you already have for the project?
What more will it take to do the job?
What resources will come from grant funding and what will come from other sources?

Activities: What the project is going to do; the work or services of the project

What are you going to do to address the need you identified?
Why are you doing these activities?
How are you recruiting the right people to be “treated” by the project?
How will these activities affect people? Create the intended changes in them?

Outputs: What the project activities do; *process* results, such as products, number of people served, accomplishments

What will your activities make happen?
How many people will you serve?
What products will your project produce?

Outcomes: What changes occur because of the project

What changes will the people you serve experience (if you're right)?
What are the short-term changes? (also called *proximal outcomes*)
What are the long-term changes? (also called *impacts* or *distal outcomes*)
How do you know these changes occurred?
What unexpected changes occurred?
How will the results be shared?
Have you kept program participants, subjects, contributors informed?
How has your project changed the organizations involved?
How will the work continue once the current funding cycle is finished?