SOCIAL CHANGE LOGIC MODEL

WHAT IS A LOGIC MODEL?

A logic model is a visual / graphic representation of your plan for your project. It can take many visual forms and we suggest you consider how your project will be best represented. Your Social Change Logic Model should include the following key components: Assets and Resources (Inputs), Activities, Outputs, Outcomes, and Impact. A few examples are below.
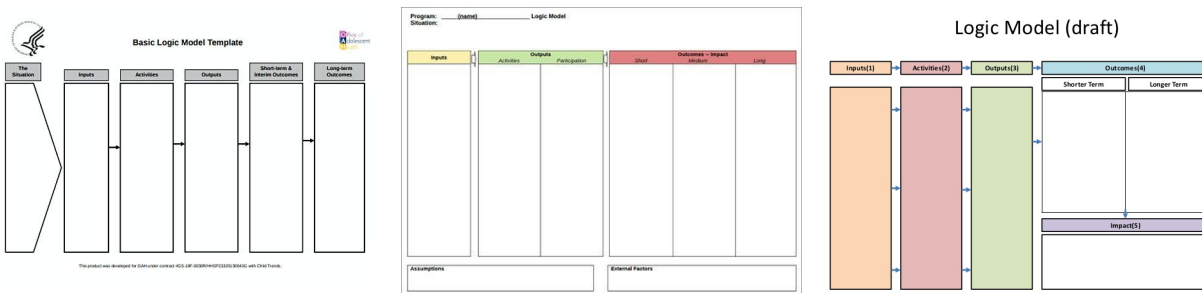
HOW IS A LOGIC MODEL CONSTRUCTED?

Use the "If-Then" Approach to think about each section of this worksheet.
Complete this formula for as many resources as the project has:

IF you have _(Asset/Resource)_ , **THEN** you can _(do what Activity)_ .

IF you carry out the Activities, **THEN** you can deliver _(Outputs=client/community benefits)_ .

IF your client/community benefits, **THEN** you can achieve _(the desired community impact—outcomes (short term goals) & long term goals)_ .

There should never be an item in a column (except Assets and Resources) that does not have a related item in the preceding column

WHAT INFORMATION SHOULD BE CONSIDERED IN A LOGIC MODEL?

1. Assets & Resources

    - What are the program's assets, or inputs?

    - What resources does the project have or intend to use?

    - Include money, staff, curriculums, supplies, community support, participants, etc.

2. Activities

    - What are the intended activities?

    - What do you plan to actually do to accomplish project goals?

3. Outputs

    - What are the intended outputs?

    - What do you hope your activities will result in?

    - These Outputs should be the number and types of clients served, number of policies developed, number of events planned. A measure should be included.

4. Outcomes

    - What do you hope to accomplish or how do you hope to impact the people or community supported by the project in the short-term? Short term goals or indicators often include changes in some ones knowledge base or attitude.

    - What are the intermediate goals? Intermediate goals are often the behavioral change that your project is intended to impact.

5. Goals/Impact

    - What are the long-term goals? Long term goals are often the societal changes that your project is impacting.

    - What do you want people to take away from this project?

WHAT IS A COMMUNITY ASSET MAP?

Community Asset Mapping is a community development tool meant to highlight the strength within a community. Reviewing this map can help you identify the local institutions, citizens' associations, and individuals that exist within the community that could serve as resources.
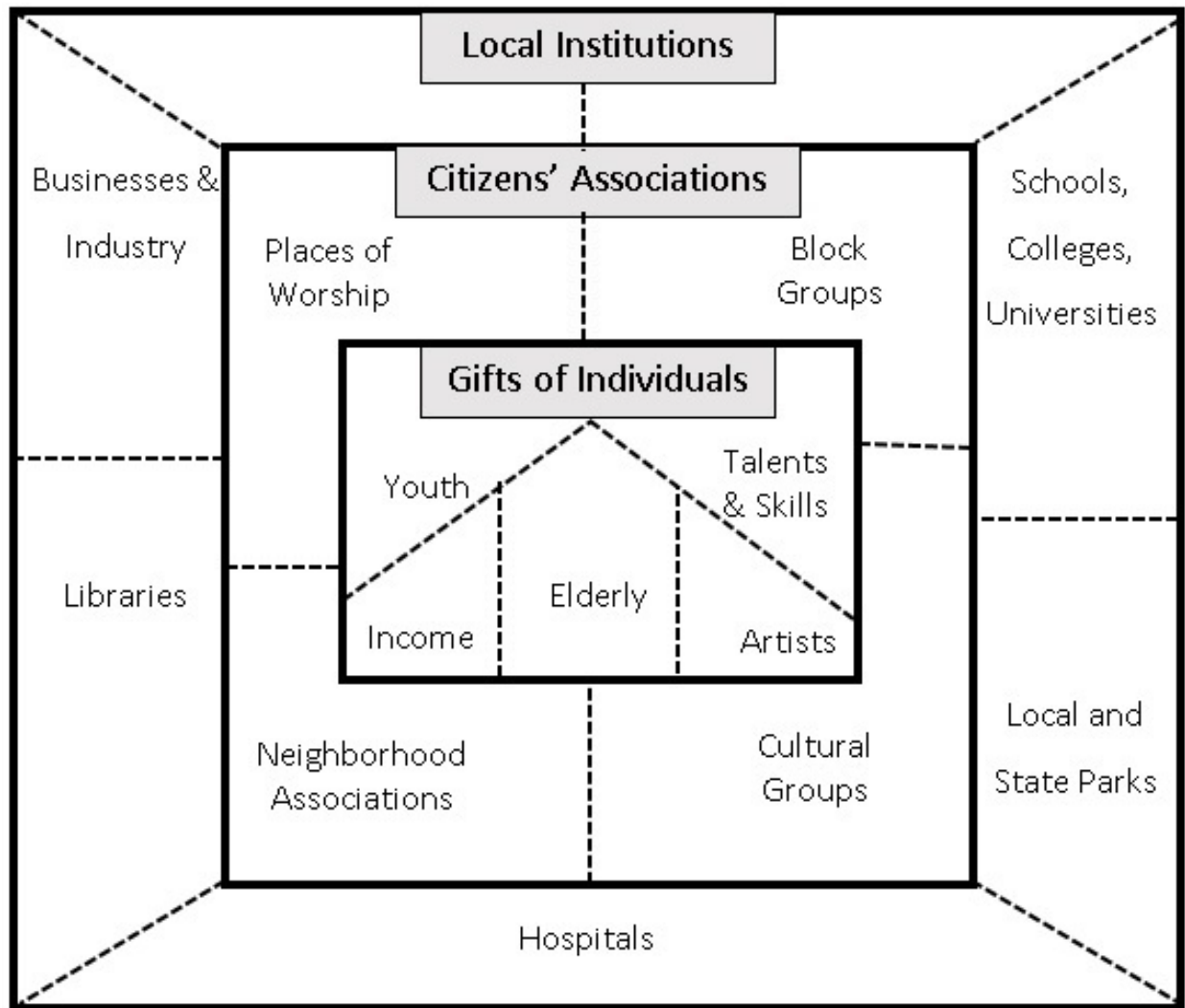
WHAT IS A SWOT ANALYSIS?

A SWOT (Strength, Weaknesses, Opportunities, and Threats) Analysis is a technique that allows you to review your environment. The SWOT Analysis will highlight the best advantage for the project and will allow the most advantageous Activity planning.

SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
<u>Opportunities</u>	<u>Threats</u>

Now you're ready to begin creating your Social Change Logic Model!

SOCIAL CHANGE LOGIC MODEL WORKSHEET

Assets

Individual Gifts

Description	Comments

Citizen Based Associations (churches, informal community groups, cultural groups)

Description	Comments

Local Institutions (formal groups, businesses, schools, colleges, etc)

Description	Comments

Resources (money, curriculums, supplies, people, space, etc)

Description	Comments

Activities

Description	Comments

Outputs

Description of Activities	Output (Measurement)	Comments

Outcomes – Short Term Goals

Short Term Goal(s)	Outcome Criteria

Long-Term Goals/Impact

Long Term Goal(s)	Outcome Criteria