

Mapping Success

Logic Models Simplified

Learning Objectives

- Differentiate between a logic model and a theory of change
- Identify how logic models support program planning, evaluation, and funding applications
- Identify key differences between immediate, intermediate, and long-term outcomes
- Assess the availability and adequacy of inputs necessary for program success
- Illustrate how to use outputs as a metric for program accountability while emphasizing outcomes for impact storytelling
- Understand how funders evaluate resource allocation in grant proposal

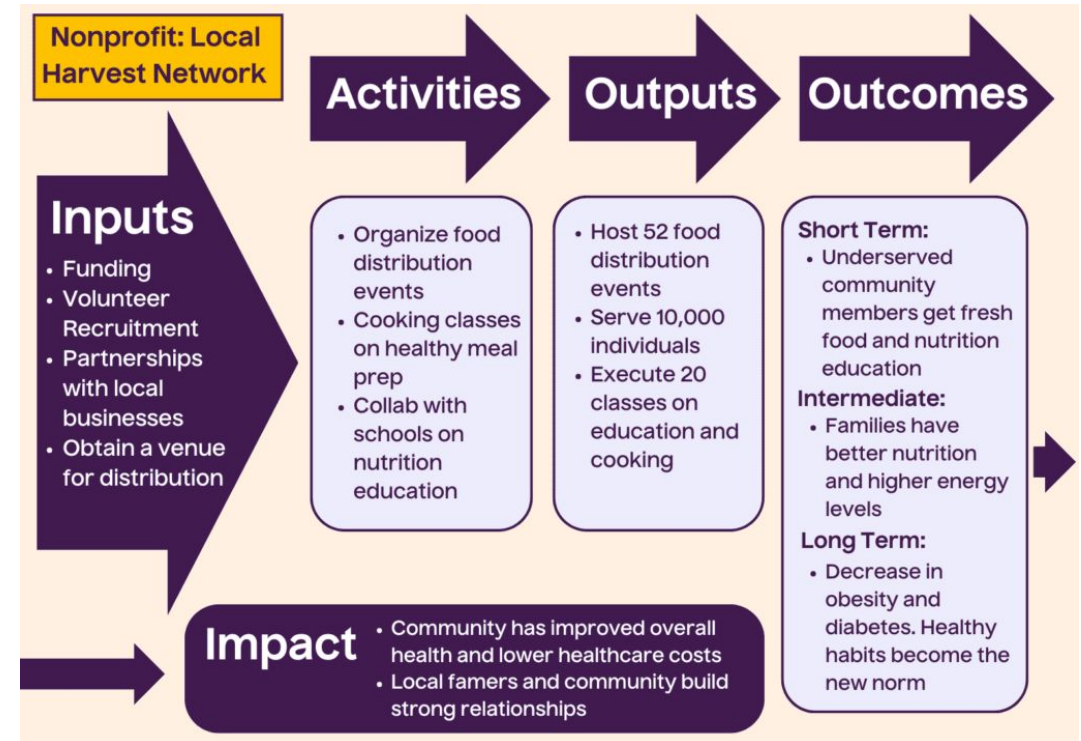
Introduction to Logic Models

What is a logic model

- A logic model is a **visual representation** of how a program is intended to work
- It outlines **inputs, activities, outputs, and outcomes** in a structured way

Why Use One?

- Logic models are the common language of program design
- Ensures alignment between resources and intended results
- Clarifies how the program will achieve its goals
- Supports grant writing, program planning, and evaluation



Logic Model vs. Theory of Change

- Logic Model is the “How”
 - Shows funders how your program or initiative will work
- Theory of Change is the “Why”
 - Shows funders why your program or initiative will work

LOGIC MODEL	THEORY OF CHANGE
A table for program execution	A big-picture explanation of why the program works
Focuses on inputs, activities, outputs, and outcomes	Explains causal assumptions and links between actions and outcomes
Often funder-required	Helps organizations strategize and align resources
Linear and structured	Can be flexible and iterative

Components of a Logic Model

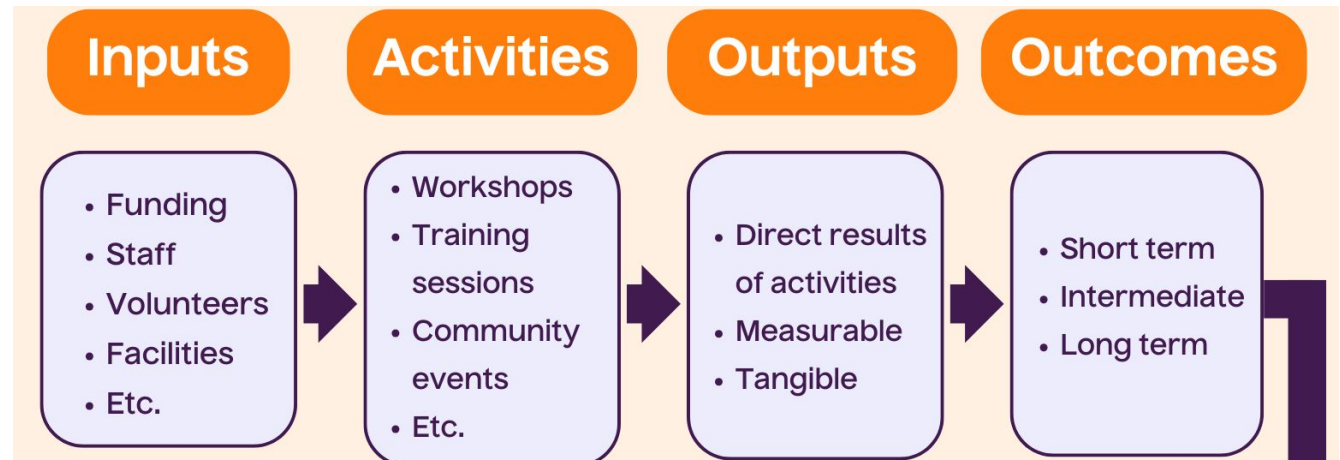
- **Inputs** – Resources needed
- **Activities** – What the program does
- **Outputs** – Direct products of activities
- **Outcomes** – Short, medium, and long-term changes
 - **Short-term** - Increased knowledge, skills.
 - **Medium-term** - Behavior change, improved service use.
 - **Long-term** - Systemic shifts, sustained quality of life improvements.
- **Impact** – The ultimate vision for change

Building a Strong Logic Model for Grant Writing

- **Be specific** – Clearly define inputs, activities, and expected outcomes
- **Use measurable language** – Funders prefer quantifiable outputs and realistic impact projections
- **Align with funder priorities** – Tailor logic models to demonstrate how your program meets grant objectives

How Funders Evaluate Using Logic Models

- Funders expect clarity in how resources translate into impact
- Helps assess realistic goals, feasibility, and sustainability of a program
- Logic models support funding applications by demonstrating alignment with grant priorities



Common Pitfalls & How to Avoid Them

Vague Outcomes – Clearly distinguish between short-term outputs and long-term impact

Overpromising Impact – Set **realistic** and **achievable** benchmarks

Lack of Flexibility – Build in room for adaptation based on feedback and data

Ignoring External Factors – Acknowledge economic, geographic, and policy-related challenges affecting the issue



Reflection

Think about how your organization currently plans and explains its programs.

Questions to Consider:

- Do you currently use a logic model to guide your work or communicate with funders? If not, how might it assist you?
- Are your inputs, outputs, and outcomes clearly defined and distinct?
- How can a logic model help your team stay aligned or improve your next grant proposal?
- Are there assumptions or external factors you need to clarify?
- What is one change or addition you could make to your logic model this year?

Key Takeaways & Next Steps

- Logic models are essential for program design, grant writing, and evaluation
- Theory of Change provides context—explaining why and how the program will achieve impact
- Funders expect clarity—use logic models to articulate program structure and feasibility
- Use specific, measurable outcomes to strengthen grant applications
- Avoid common pitfalls—realistic goals, clear differentiation between outputs and outcomes, and flexibility for adjustments