

The Logic Model

WHAT IS IT?

The Tool: A visual representation of the “ingredients” you need and the “recipe” you follow to deliver your program and results.

The Process: When designing a new program, a backwards-mapping process - moving from right to left in the Logic Model - ensures that you are designing activities and determining your resource needs in order to achieve your intended results.

WHEN TO USE IT?

When designing a new program or improving an existing one, describing your program to stakeholders, and seeking support.

WHY USE IT?

To articulate program theory. Intentionally and thoughtfully designed programs are based upon a theory: if we do X, we can expect Y. A Logic Model visually summarizes your beliefs, which creates clarity and focus for your team.

To check for alignment. The tool is named after the logical flow which should be evident as you move across the model. The relationship between the components should be obvious, meaningful, and feasible.

To build ownership. A Logic Model makes clear how each of your team members and departments contributes to mission impact, leading to a sense of shared ownership and purpose.

To summarize your efforts and intentions. This is a great tool for quickly and succinctly communicating the key components of your program to stakeholders.

WHAT'S IN A LOGIC MODEL?

Logic Models come in a variety of shapes and formats but they all contain the same four components. Each consultant, evaluator, and funder seems to label and define the components differently, though. What's most important is that you understand and accurately represent the four different components, regardless of how you label or illustrate them.

Outcomes describe the change you seek to create. The IllumiLab categorizes outcomes for human service organizations in three categories: 1) knowledge, beliefs, attitudes, and skills, 2) behavior, and 3) condition/status.

Outputs describe and quantify what you produce and deliver, including how many services you offered and how many people you reached.

Activities include your services to clients as well as the other efforts that support your programs, such as marketing, documentation, and evaluation.

Inputs describe the human and material resources you need to carry out your activities and produce your outputs. These include tangible resources such as equipment, space, staff, and materials as well as intangible resources such as access and relationships. Your Inputs should map to your program/project budget.

A LOGIC MODEL IS	A LOGIC MODEL IS NOT
A means to an end	An end in itself
A tool	A product
Ever-evolving	Static
Yours	Your Funders'