

Situation – A description of the problem

Importance of the issue or problem to be addressed	How was the issue or problem identified?	How will education/training/research help address/resolve the problem?	Identify the target audience?	Clearly state your program goal(s).

Note: This is a multi-use form. Some situations listed may not “fit” your organization and needs. You may have additional or different situations pertinent to the proposal. The idea is to identify those situations that may influence your proposal.

Situation – A description of the problem

Priorities

Organizational priorities				
Community priorities				
Mission & vision				
Values				
Resources				
Internal Mandates				
External Mandates				
Resources				
Collaborators				
Competitors				
Local dynamics				

Note: This is a multi-use form. Some priorities listed may not “fit” your organization and needs. You may have additional or different priorities pertinent to the proposal. The idea is to identify those priorities that may influence your proposal.

Long-Term Outcome - Conditions

Conditions include such things as social, civic, economic, and/or environmental expectations

What is the expected lasting outcome(s)?

Does it align with the grantor's expectation, mission, values, etc.?

Outcomes should be SMART: Specific, Measurable, Attainable, Result-oriented and Timed

Use this form to brainstorm your longer-term outcomes. What needs to be measured in the timeframe nearing the end of your proposal and will provide confirmation that your overall objective for the success of the project will be met.

Medium-Term Outcome - Action

Actions focus on such things behavior, practice, policy, decision-making, social action

What clientele action would you expect?

Does it align with the grantor's expectation, mission, values, etc.?

Outcomes should be SMART: Specific, Measurable, Attainable, Result-oriented and Timed

Use this form to brainstorm medium-term outcomes. These are typically outcomes that are reviews during the mid-term of the project. These outcomes are often used in annual reports and provide guidance toward meeting your longer-term goals that are essential to meet the overall objective of the project.

Short-Term Outcome - Learning

Learning focuses on such things as creating awareness, increasing knowledge, changing attitudes, developing skills, changes in opinions, aspirations and motivations

What learning would you expect?

Does it align with the grantor's expectation, mission, values, etc.?

Outcomes should be SMART: Specific, Measurable, Attainable, Result-oriented and Timed

Use this form to brainstorm shorter-term outcomes. These are typically outcomes that are reviewed quarterly, semi-annually, etc. These outcomes should point to and support the Medium-Term outcomes that you expect to meet or exceed. These are more often used to make mid-course corrections in your project.

Outputs – Participation

Who We Reach: This may include participants, clients, agencies, decision-makers, customers.

Consider measuring the satisfaction of the participants through surveys following the various activities. This may be helpful in improving aspects of the project to gain greater customer satisfaction.

Outputs – Planned Activities

What We Do: Includes such things as workshops, meetings, providing services; developing products, curriculum, resources; provide training, completing assessments, facilitating, partnering, information via social marketing and media.

Activities should be designed ensure the participants gain the knowledge to achieve the outcomes. Activities may include such thing as workshops, meetings, created services, product development, conduct training, facilitate activities, target partners, media and marketing, etc.

Inputs – What We Invest

What assets do we have or need to complete the outputs? These include such things as staff, volunteers, time, money, research base, materials, equipment, technology, and partners.

Consider making two lists for planning purposes. One lists resources that already exist within your organization or within any partnerships that you may be thinking about for the proposal. These are resources you can realign to support the proposal. The second lists resources that you don't currently have and will need to move the proposal to conclusion to meet your overall objective. Use this to help brainstorm your budget proposal. You may use this information to help show organizational commitment to the project, use as potential match, etc. when completing the narrative requirements of the proposal.

Assumptions

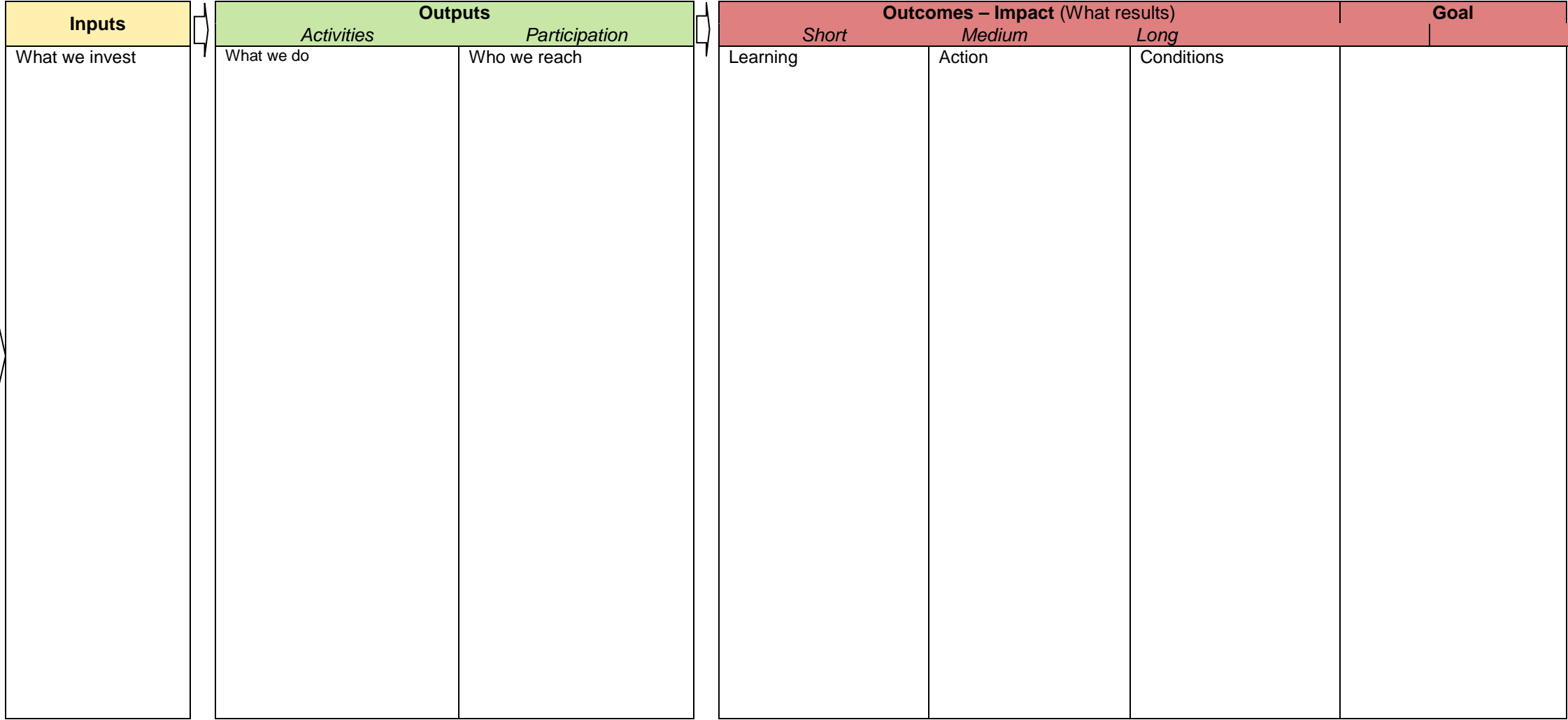
Assumptions can include: beliefs; ideas about the situation; the way the proposal will operate; expected achievements; anticipated participants learning and behavior, resource and staff, external and internal environment, knowledge base.

External Factors

Include such things as external aspects that influence the proposal; aspects that the proposal might influence; things that effect the proposal over which you have little to no control.

Program: _____ (name) _____ Logic Model
 Situation: _____

SMART – Specific, Measurable, Attainable, Results-oriented, Timed



- | Situation | Priorities |
|----------------------|---------------|
| Needs/Assets | Mission |
| Symptoms vs Problems | Vision |
| Stakeholder Needs | Values |
| | Mandates |
| | Resources |
| | Collaborators |
| | Competitors |

Assumptions

External Factors

Evaluation (What do I want to know and how will it know it when I see it?)
 Focus – Collect Data – Analyze & Interpret – Report