

Logic Model Best Practices

Overall,
a logic
model...

- Is logical - linkages are clear and appropriate
- Is focussed (on key activities, outputs and outcomes)
- Is straightforward to understand (by an outsider)
- Accurately depicts the initiative
- Clearly shows the initiative's scope of influence and timeframe
- Reflects staff and other stakeholders' views of the initiative
- Builds on an organization's strategic direction and objectives
- Supports management activities e.g., program planning, program management, communication, consensus-building and/or fundraising

Activities



- **actions (verbs)**
- **currently resourced**
- **grouped logically**

All major activities are included – enabling someone who is unfamiliar with the initiative to understand its scope.

Outputs



- **direct products or results of program activities**
- **tangible entities**
- **quantifiable and use numbers (even if initially estimates)**

Outcomes



- **phrased in terms of change and measurable**
- **include who or what will change**
- **within the scope of the initiative's control and timeframe**

The chain of outcomes clearly presents outcomes that occur before others become possible ("if-then" relationships)

Objectives



- **clear goals, long-term objectives or purposes phrased in terms of change**
- **stated at an appropriate level of detail - not too broad, not too specific**

Other
information is
included as
appropriate...

- Inputs/resources
- Rationale/assumptions
- Reach/target groups/participants
- Contextual factors
- Strategic direction/mission