

4 STEPS FOR IMPACTFUL PROGRAM PLANNING



Use the steps below to help ensure your programs are planned with a clear understanding of your community’s needs and intended outcomes.

Step 1: Clarify your Target Audience/s (those you are hoping to change or benefit from your work): _____

Note: Target Audiences can include those with whom you directly engage, and those who benefit only if changes are made by those with whom you directly engage (i.e., parents>their children). Target Audiences can be individuals, institutions, communities, and even animals or the environment.

Step 2: Clarify the Target Audience Need/s this program is meant to address: _____

Step 3: Note any factors (like location, language, relationships) that may affect the Target Audience/s’ engagement: _____

Step 4: Use the blank template below to create your logic model - a visual illustration of how your resources (the **Inputs**) will be used to take action to engage your Target Audience/s (the **Activities / Outputs**), and how those Target Audience/s will hopefully change or benefit as a result (the **Outcomes**). It may prove helpful to start with the outcomes and move backwards from there, but you can begin in whichever column makes the most sense to you and move around as needed. Just eventually confirm that all items are logically interconnected and tie back to the stated need/s.

Inputs	Activities	Outputs	Short-term Outcomes	Longer-term Outcomes
<p>To deliver the services required to address the identified need, our program requires <i>(list the resources you expect to use like staff, space, curriculum, etc.):</i></p>	<p>To impact our Target Audience in a way that addresses the need and utilizes our inputs, our program will <i>(list the actions you will take to engage the Target Audience):</i></p>	<p>The following numbers reflect what will occur as a direct result of each of the program’s listed activities <i>(list the expected scope of each activity like amount of service provided or number engaged):</i></p>	<p>During or immediately following their engagement with our program, the Target Audience will <i>(list outcomes like more access, knowledge or skill and/or a different attitude which may result from the stated activities):</i></p>	<p>Following the achievement of the short-term outcomes, the Target Audience will <i>(list outcomes like changes in behavior or condition, which will only happen if earlier outcomes are achieved):</i></p>