

- 1. List some things you would like to accomplish via social media or your website** (e.g. Improve fundraising; Broaden reach of your message; Make it easier to contact you with questions)

- 2. What specific audience or community do you want to engage?** (“Everyone” is not a realistic audience!)

Choose ONE ITEM from your list above:

- 3. What will success look like?**

- 4. What indicators will you measure to define success?**

- 5. What online tools will you use to accomplish this goal?**

- 6. Where are you now in terms of accomplishing this goal?**

- 7. What needs to be done to reach your objectives?**
Who will do the work, timeframe, how you will measure it, etc.

From WKKF Logic Model Program Guide:

How to use a Logic Model Through the Life of Your Program:

CLARIFYING PROGRAM THEORY:

1. **PROBLEM OR ISSUE STATEMENT:** Describe the problem(s) your program is attempting to solve or the issue(s) your program will address.
2. **COMMUNITY NEEDS/ASSETS:** Specify the needs and/or assets of your community that led your organization to design a program that addresses the problem.
3. **DESIRED RESULTS (OUTPUTS, OUTCOMES AND IMPACTS):** Identify desired results, or vision of the future, by describing what you expect to achieve near- and long-term.
4. **INFLUENTIAL FACTORS:** List the factors you believe will influence change in your community.
5. **STRATEGIES:** List general successful strategies or “best practices” that have helped communities like yours achieve the kinds of results your program promises.
6. **ASSUMPTIONS:** State the assumptions behind *how* and *why* the change strategies will work in your community.



DEMONSTRATING YOUR PROGRAM'S PROGRESS:

1. **OUTPUTS:** For each program activity, identify what outputs (service delivery/implementation targets) you aim to produce.
2. **OUTCOMES:** Identify the short-term and long-term outcomes you expect to achieve for each activity.
3. **IMPACT:** Describe the impact you anticipate in your community in 7 to 10 years with each activity as a result of your program.
4. **ACTIVITIES:** Describe each of the activities you plan to conduct in your program.
5. **RESOURCES:** Describe the resources or influential factors available to support your program activities.



PROGRAM EVALUATION QUESTIONS AND INDICATORS:

1. **FOCUS AREA:** From your program theory logic model, list the components of the most important aspects of your program.
2. **AUDIENCE:** Identify the key audiences for each focus area. Who has an interest in your program?