

Our target population has a **DEMONSTRATED NEED**

"We don't have..." "We want to..."
"We lack..."
"Help." "Help."
"Help!"



We make a **PLAN**

- Research
- Data
- Evidence

We do things

- **STRATEGIES**
- **ACTIVITIES**
- **TASKS**



So that we can realize our

OBJECTIVE →
OBJECTIVE →
OBJECTIVE →
OBJECTIVE →
OBJECTIVE →

We do some more things

- **STRATEGIES**
- **ACTIVITIES**
- **TASKS**

So that we can achieve our



OUTPUT GOALS

- Numbers
- Things
- Artworks
- Materials

STUFF!



OUTCOME GOALS

- Knowledge
- Skills
- Impact
- Valuing

CHANGE!