

FIGURE 10.2 ELEMENTS OF A PROJECT LOGIC MODEL

	GOALS	PARTICIPANTS	ACTIVITIES	INPUTS	OBJECTIVES	OUTPUTS	OUTCOMES	IMPACT
DESCRIPTION	The ultimate result(s) expected, possibly beyond this grant	Who will implement; who will benefit	The methods used to carry out the specific project	What your agency brings to the project	Actions taken to reach the goal	The number and duration of units of service or products of activities	Short-, medium-, or long-term changes anticipated	In general, what will be different 10 years from now.
SAMPLE PROJECT	Reduce inter-generational poverty by increasing high school graduation rates in Valley County	3 university research fellows; 39 students from Valley View Elementary	Direct service delivery, research, events	Staff, money, clients	Each student will read with support for 2 hours, 3 times a week from the ABC reader	Yearly student progress reports; attendance records	Increased attendance; documented increase in student enthusiasm about going to school and learning	Increased high school graduation rates

description should confirm that your choice of methods and activities was based on research, best practices, and conversations with others in your field.

The section on approach (sometimes called strategy) should do the following:

- Discuss why your approach is significant or innovative, and why you're confident that it's feasible
- Describe the scope of the project
- Discuss why your chosen approach is particularly timely (if appropriate)
- Name any partners who will cooperate or collaborate with you and describe the value they will add
- List the roles of any consultants or advisory bodies, including how they will be selected
- Describe how unexpected events or results will be handled (one paradox of project development is the need to plan for the unanticipated)
- Assure the funder that your plan includes opportunities to monitor progress and adjust course, and that you will seek the funder's approval for such adjustment

Goals, Objectives, and Activities

Grantmakers favor proposals that demonstrate both a plan and a rationale for what will change as a result of your work. Well-crafted project descriptions include a section on GOALS, OBJECTIVES, and ACTIVITIES. These items signal the overall intent of the project, the tangible results to be achieved, and the benefits to those served and the larger community. They also make an explicit connection between the stated need and the results you hope to achieve.

While all parts of a proposal are important, this section of the project description is among the most critical.