

## Introduction to the Logic Model

### Why develop a logic model?

Developing a logic model has two primary benefits for an organization or initiative.

**Building consensus and excitement:** Going through the steps of developing a logic model gives your stakeholders an opportunity to share their views and experience on what makes your initiative successful. This gives everyone a better understanding of their colleagues' experiences and allows staff to feel valued and heard in the organization.

**Supporting your initiative:** A final logic model will be a concise tool that can be used for a number of purposes, including: \* Describe your initiative to current and potential funders ; \* Describe your initiative to other stakeholders; \* Orient new staff, volunteers and partners to the initiative; \* Guide evaluation and assessment efforts; and \* Guide allocations of resources.

A logic model is not meant to be static. It is beneficial to review and modify logic models periodically to account for changes in resources, implementation, evaluation or assessment results, and changes to the political, economic, social and technological environment in which you work.

### What is a logic model?

A logic model creates a road map to guide your evaluation from planning to collecting data to reporting. The format can vary, but it often has the following elements:

