HERITAGE SUPPORT GRANTS

Fundraising Workshop – Grant Overview

PROJECT LOGIC
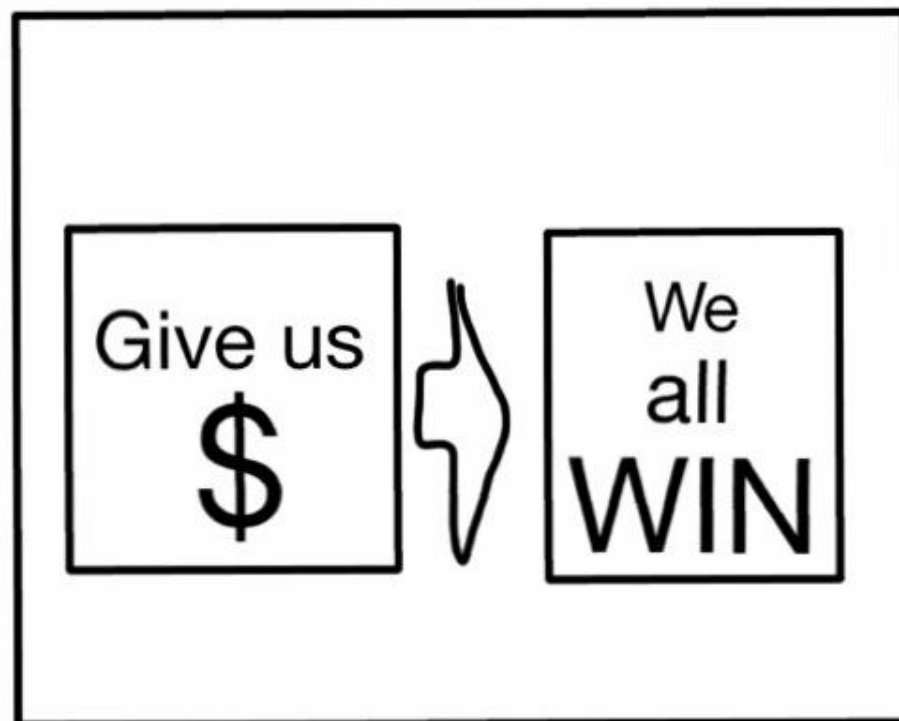
Project logic

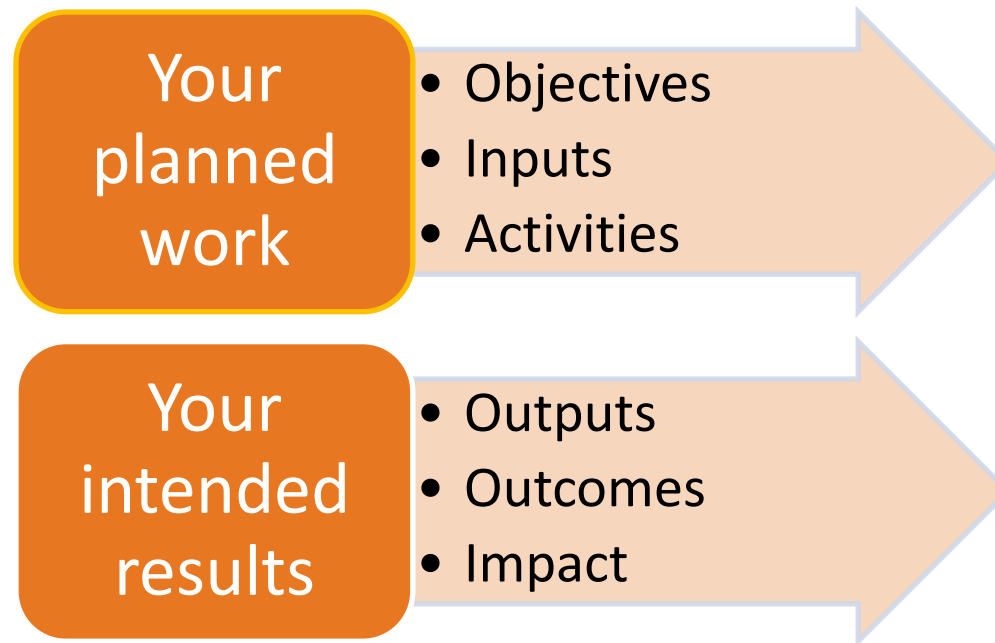"Provide details about your project to further explain how your proposed work connects to your intended results. Consider objectives, inputs, activities, outputs, outcomes and/or impact."

Your planned work
- Objectives
- Inputs
- Activities

Your intended results
- Outputs
- Outcomes
- Impact

If...Then...

Identify a problem (Need)

↓

Develop specific solutions (Objectives)

↓

Provide necessary resources (Inputs)

↓

Implement our "to-do" list (Activities)

↓

Deliver results, products, services (Outputs)

↓

Realize benefits and changes (Outcomes)

↓

Make a long-term difference (Impact)

Objectives

- What we aim to achieve
- Clear and concise
- Intended results
- S.M.A.R.T.

Objectives

- Example:

  In order to expand our current public education and family history initiatives, we will host quarterly ½ day beginners genealogy workshops for youth ages 8-12 starting in May 2016.

S.M.A.R.T. Objectives

- **S**pecific
  - What do you want to accomplish? Who will you reach?
- **M**easurable
  - How will you measure your success?
- **A**ctionable
  - Is this something you have the capacity to address?
- **R**elevant
  - How does it fit into larger mission and goals?
- **T**imed
  - What is your timeframe? What are major milestones?

Inputs

- Resources available to direct toward work
  - Human
  - Financial
  - Organizational
  - Community
- Examples:
  - *Volunteer genealogists*
  - *Genealogical databases*
  - *County history records*
  - *Space for classes*
 - *Partnership with local schools*
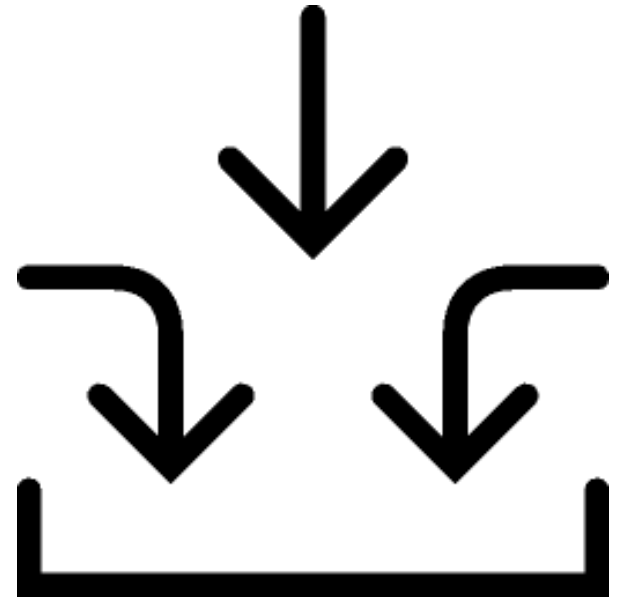
Activities

- Use resources to implement program
- Interventions →intended changes or results
  - Processes, tools, events, technology, actions
- Examples:
  - *Create family history workbook for kids*
  - *Compile genealogy resources take-home sheet*
  - *Market program and recruit participants*
  - *Host workshops and evaluate results.*

Outputs

- Direct product (units, goods, services) of project activities

- *What did we do? What did we deliver?*

- Important element of evaluation
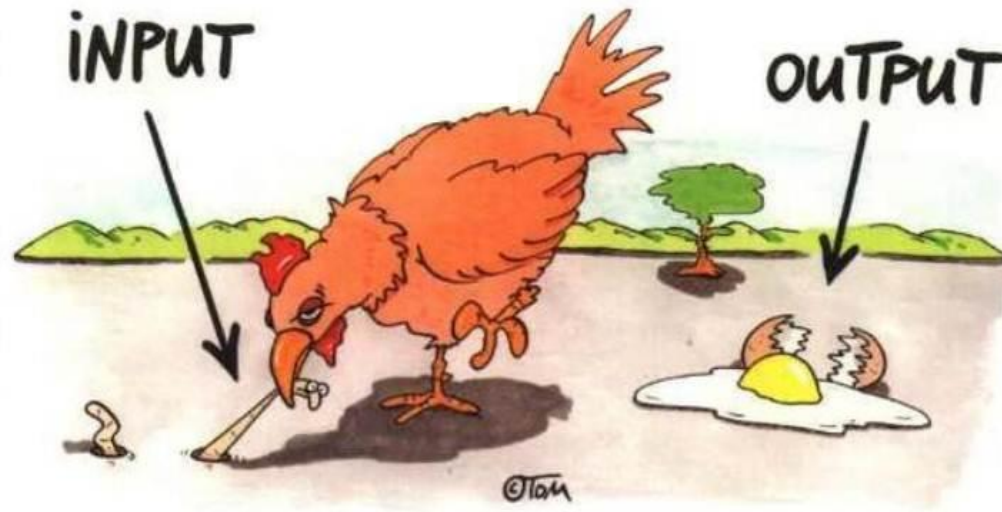
Outputs

- Examples:
  - *Workshops (How many workshops? Participants?)*
  - *Workbooks (How were they used?)*
  - *Take-home resources (What were they?)*
 - *Staff and volunteer time (How many people? Hours?)*

Outcomes

- Specific results or changes for individuals (visitors, members, volunteers, etc.)
- What org/audience gained from the project
- *What difference did we make?*
- Critical element of evaluation

Outcomes

- Examples:
  - *Participants will learn how to conduct family research including use of primary sources, importance of citation, and how to access helpful resources.*
  - *Children will gain better perspective of and appreciation for their family history and the lives of their ancestors.*
  - *New families will be introduced to the museum's offerings.*
  - *Museum will expand its reach into the community.*

Impact

- Long-term change
- Occurs in organization, community or system
- Result of program activities
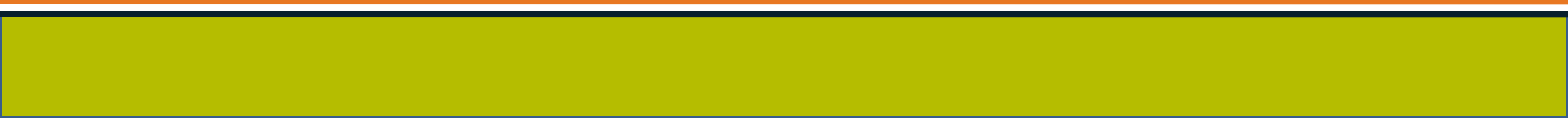
Impact

- Examples:
  - *More youth involved in local and family history*
  - *Increased visitation and involvement with future museum programs*
  - *Increased interest in and dedication to preservation and access for primary source documents.*