

Grant Writing Support Part 3: Developing Outcomes & Outcome Statements

Definitions

Goals - Broad statements describing the change a project aims to create in response to a social issue, without using numerical targets

Activities - The specific actions a program carries out to engage participants and deliver its services

Outcomes - Specific changes in those you serve or the conditions in your environment as a result of program activities or specified action

Outcome Measures - Data you will collect and analyze to indicate achievement toward the stated outcomes – often expressed in percentages or #'s

Outcome Statements – Description of the outcome or change the target group will experience and the activity or intervention contributing to the change

Developing Your Outcomes Toolkit

Outcomes	Outcome Measures	Outcome Statements
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What is the desired change?



How will you measure the change?



How will you describe the impact including difference made to target group, degree of change and the activities or intervention?

Target Population/Subject Outcome Statements

Who/What (the target subject)	Describe the Change (action word)	Degree of Change (optional)	Activities or Intervention (what will completed)
High schoolers	improve leadership skills		through mentorship programming
Low-income families	increase their use of support services	by 25%	referrals to local organizations
Community gardens	reduce sewer contamination		implementation of a waste management plan
The Paid Leave Campaign	additional small business sign-ons		volunteer outreach activities

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- High schoolers will improve their leadership skills through mentorship programming.
- Low-income families will increase their use of supportive services by 25% through referrals to local organizations.
- Community gardens will have reduced sewer contamination through the implementation of a waste management plan.
- The Paid Leave Campaign will receive additional small business sign-ons as a result of volunteer outreach activities.

Organizational Outcome Statements

Who/What (the target subject)	Describe the Change (action word)	Degree of Change (optional)	Activities or Intervention (what will completed)
ABC Academy	strengthen programmatic focus		development of a strategic plan
A Better Tomorrow, Inc.	increase donor base	by 10%	launch of fundraising campaign
Haven Community Health Center	increase financial stability		adoption of new accounting software

- ABC Academy will strengthen its programmatic focus through the development of a strategic plan.
- A Better Tomorrow, Inc. will increase its donor base by 10% as a result of the launch of a fundraising campaign.
- Haven Community Health Center will increase patient satisfaction through the implementation of a waste management plan.

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Practice Grid

Who/What (the target subject)	Describe the Change (action word)	Degree of Change (optional)	Activities or Intervention (what will completed)