

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 be 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 be 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)