

Section 6.5 Activities

Activity 6.5.1 Your Objectives Checklist

When preparing your objectives, consider the matters below.

| | YES | NO |
|---|-----|----|
| Have you stated your objectives in quantifiable terms? | | |
| Can your objectives be measured as outcomes, not processes? | | |
| Do your objectives specify the results of an activity? | | |
| Have you identified the long term objective(s) for your program? | | |
| Do your objectives identify the target audience or community being served? | | |
| Are your objectives realistic and capable of being accomplished within the specified timeframe? | | |
| Do your aims and objectives link directly to your need statement? | | |
| Have you identified the objectives of each program area (the program areas are the building blocks that make up the overall program)? | | |
| Have you identified the activity(ies) of each program area? | | |
| Are your objectives inclusive of all relevant groups and individuals in your target population? | | |
| Have you allowed plenty of time to accomplish the objectives? | | |

Activity 6.5.1 continued over page

Activity 6.5.1 Your Objectives Checklist (cont.)

| | YES | NO |
|---|-----|----|
| Have you determined how you will measure the change projected in each objective? If an objective cannot be measured, it may need to be changed. | | |
| Have you determined how you will know when the objectives are met (performance indicators)? | | |
| Have you budgeted for the evaluation (measurement) of your objectives? | | |

Activity 6.5.2 The Objectives Worksheet

Complete the questions below to outline the objectives of your proposal and its activities.

These questions have been adapted from the [DocStoc Website: http://www.docstoc.com/](http://www.docstoc.com/). This website also contains a range of resources which may be useful for improving your organisation's funding application processes.

Specific Objective: What do you want to achieve?

Strategy: How do you intend to achieve this?

Performance Outcome: How can achievement be measured or confirmed?

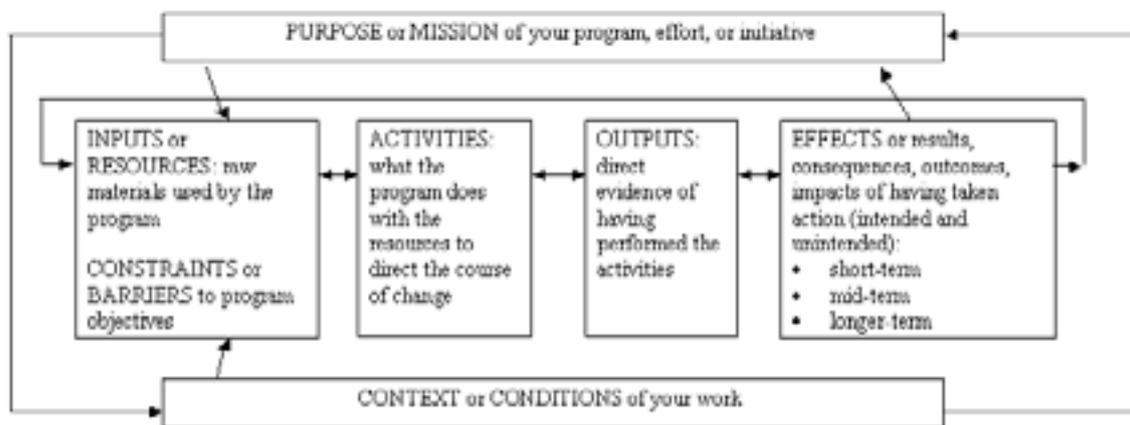
Timeline: When do you expect to achieve the outcome?
May include short-, medium-, and long-term objectives. Include estimated dates if possible.

Activity 6.5.3 Develop a Logic Model

Logic models present a picture of how your proposal is intended to work. They quickly explain to the funder:

- Why your strategy is a good response to the identified need
- What activities you will implement
- The results you expect to see.

An example of a logic model is provided below. For more information about logic models, visit [The Community Toolbox](http://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main) website: <http://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main>.



Activity 6.5.4 Identify short-, medium-, and long-term outcomes

Outcomes often evolve as you develop your evaluation plan. Follow the steps below to identify the outcomes you want to achieve on the way to meeting your objectives. Make sure your outcomes are meaningful as this helps keep people motivated and allows them to focus on the destination rather than just how to get there.

Step one: Create a detailed summary statement outlining all the outcomes you would like to achieve.

Link your outcomes to the original aims of your proposal. Include all the changes you would like to see as a result of the intervention.

Record what has been observed that indicates an outcome has progressed. To help ensure that monitoring and evaluation occur, incorporate these processes into your logic model.

Activity 6.5.4 continued over page

Activity 6.5.4 Identify short-, medium-, and long-term outcomes (cont.)

Write your statement here.

Step two: Link short-, with medium- and long-term outcomes.

Link the short-, medium- and long-term outcomes by asking what short-term outcomes need to occur for the medium-term outcomes to occur, and what medium-term outcomes need to occur for the long term outcomes to occur.

Identify short-term outcomes - what would you expect to occur in your organisation and target group in 0-6 months?

Identify medium-term outcomes - what would you expect to occur in your organisation and target group in 6-12 months?

Identify long-term outcomes - what would you expect to occur in your organisation and target group in 12+ months?

Step three: Pursue SMART and meaningful outcomes

Ensure the outcomes you have identified are specific, measurable, attainable, realistic and timely. Discuss your expectations with your team to make sure they understand and share your expectations. If your team do not share your expectations or think the outcomes are SMART, you may want to revisit them.

Have you discussed your expectations with your team?

YES NO

Do they think the identified outcomes are SMART?

YES NO

It is essential to check with your team to confirm they will measure what you want them to measure.

Have you checked with your team and clearly worked through the processes involved in measuring your outcomes?

YES NO