

EC PRISM's Theory of Impact Quick Guide

Developing a Social Impact Logic Model

Do you or your colleagues have a social problem you wish to address? You may be ready to build a logic model to mobilize staff, community and/or investors. Follow these steps to develop a Theory of Impact that will outline the connections between your strategies, targets, and outcomes, and begin to create your social impact.

What is a Theory of Impact (TOI)?

- A TOI is a logic model that describes how a program's activities lead to specific desired changes, to address a social issue.
- It supports a mission and visually depicts the connections between strategies, targets and outcomes toward achieving social impact.
- It should be stated simply and use language and definitions that are accessible to all stakeholders.

Creating a Theory of Impact: The 5 Ds

1. Define your context

- Answer these questions about your project:
 - What is the social problem to be addressed?
 - What is the mission of the social impact project?
 - Who is involved in addressing the social problem?

2. Develop your TOI

- Engage stakeholders in workshops and iterative reviews to clarify the following about your intervention or program:
 - Strategies (actions or programs)
 - Targets (behaviors, beliefs, or attitudes to be changed)
 - Outcomes (immediate, future, and long-term changes)
- Update TOI with program changes and adaptations.

3. Define, Describe, Disseminate

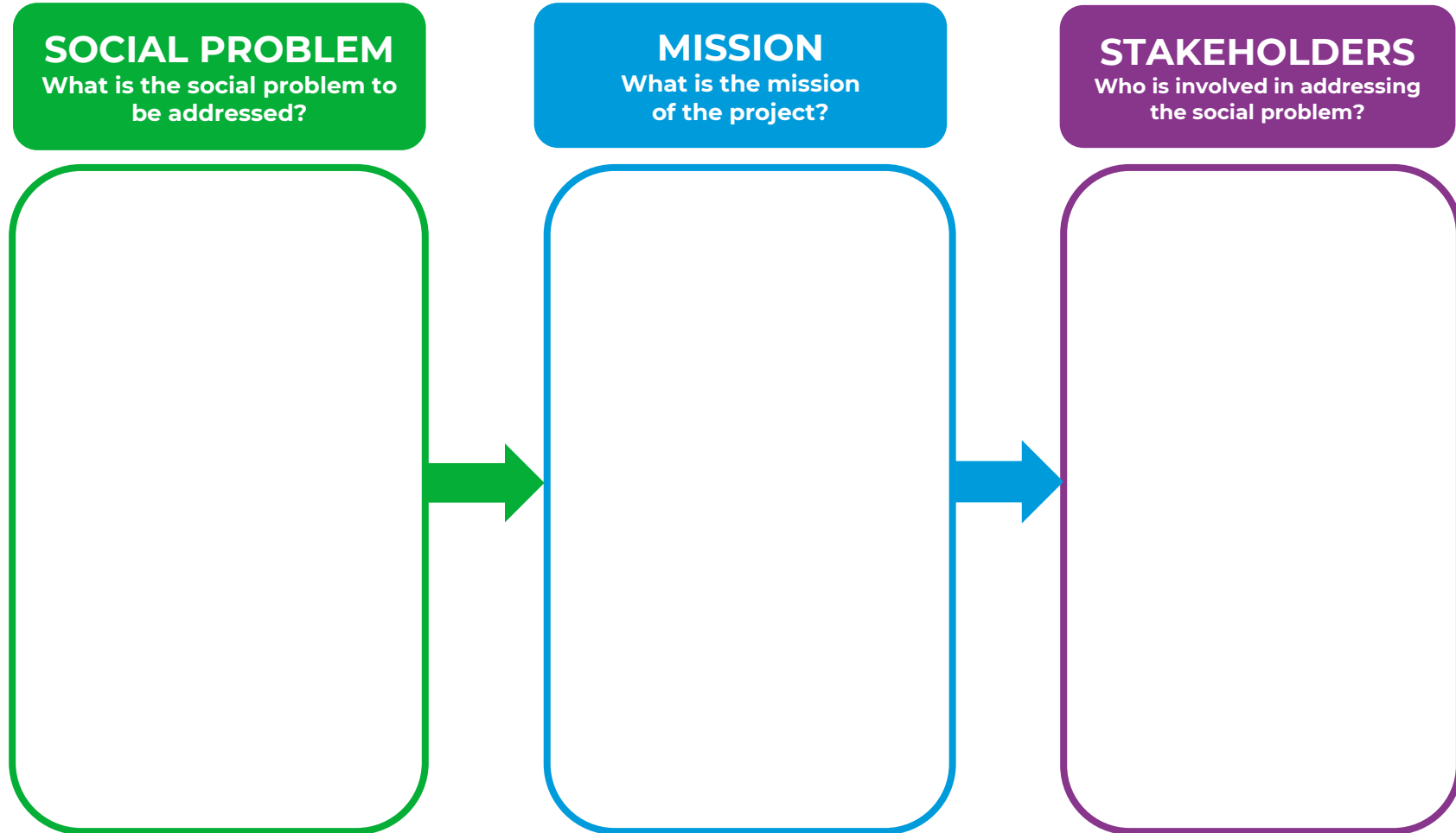
- Define key moderating factors which may affect your TOI.
- Describe plans for measurement and iterative review of TOI process.
- Disseminate TOI framework causal connections and findings.

Now that you have reviewed these steps, you may begin to explore these benchmarks and develop your TOI. You may use the TOI Process Template below to guide your planning. You may print off as many copies as you need to edit or expand your answers each time you meet to discuss your TOI.

TOI Process Template

Print and complete with project team.

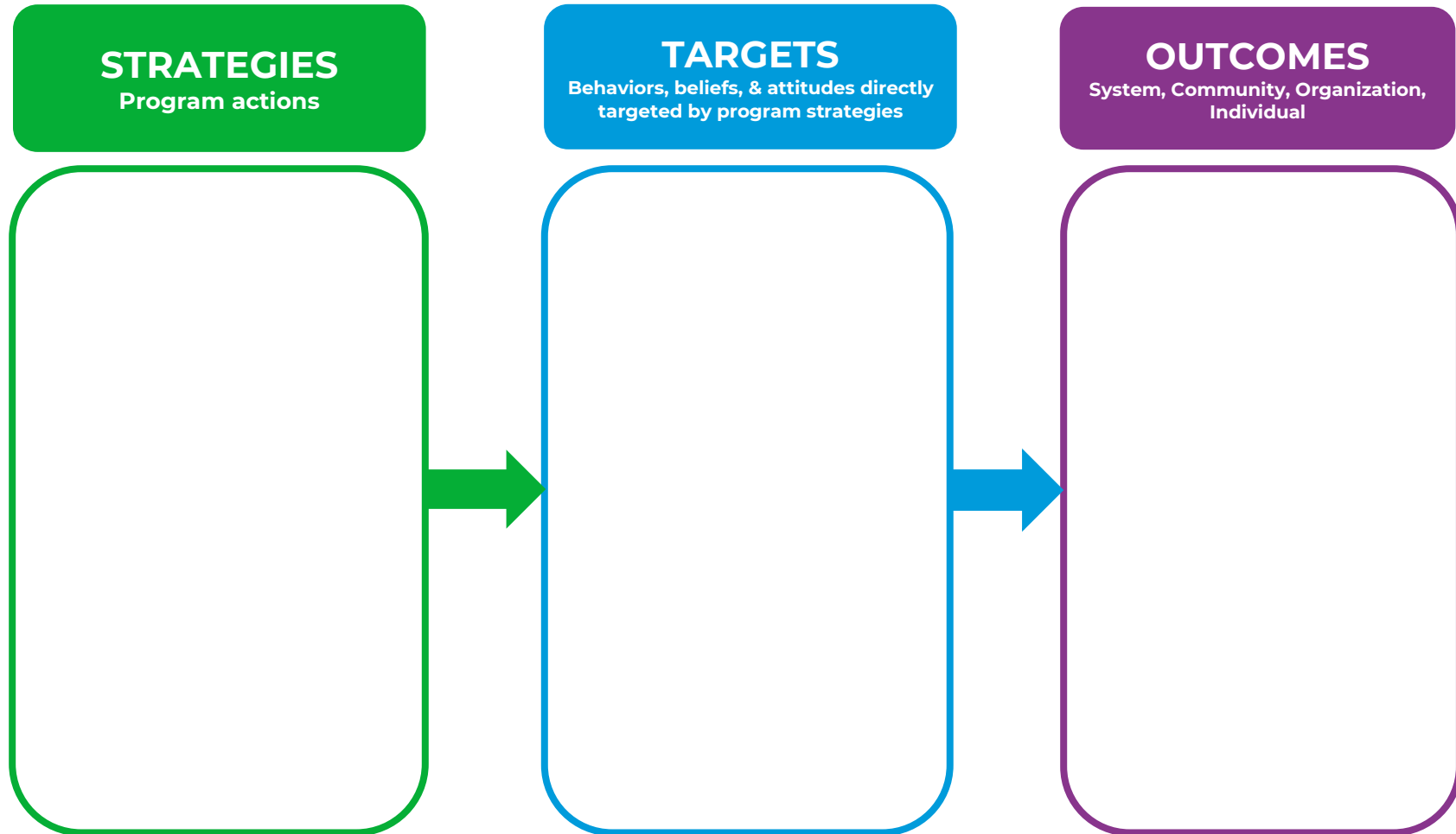
Step 1. Define Your Context



TOI Process Template

Print and complete with project team.

Step 2. Develop Your TOI



TOI Process Template

Print and complete with project team.

Step 3. Define, Describe, and Disseminate Your Process

