



**Project Goal:**

*A project goal is a broad/general statement about intended outcome(s) of a project or initiative. Goals are usually abstract in nature and hard to measure on their own but are essential for the development of more concrete and measurable objectives. Goals serve as a framework for all other components of a logic model. Goals are what we want to achieve whereas objectives are the steps we need to take to achieve those goals.*

- *All logic model components should be connected to your goal.*
- *Phrase your goal in terms of the change you want to achieve over the life of your initiative, rather than a summary of the services you are going to provide.*
- **Don't** *make your statement so broad and general that it provides no guidance for your project.*

**Project Assumptions:**

*What needs to happen, and who needs to be involved (outside of your organization), for your project to be successful? How and why will proposed activities lead to proposed outputs, and how will outputs lead to outcomes?*

**External Factors:**

*How will the things that are outside of your control interfere with your project? What factors that are not in the control of the project—e.g. changes in government policies or the political situation—could affect expected activities, outputs and outcomes?*

**Project Objectives:**

*Project objectives are concrete and precise action statements of intended outcomes that are specific, measurable, attainable, relevant and time-specific. Objectives are viewed as targets under the general goal.*