



Key Nonprofit Terms and Definitions

- Vision: An inspiring long-term plan (50 years). How you want to see the world.
- Mission: A statement of why you exist (5-10 years). Your “purpose.”
- Theory of Change: A hypothesis of how your specific actions will fix what is broken.
- SMART Goals: Goals that are **S**pecific, **M**easurable, **A**chievable, **R**esource-bound, and **T**ime-bound.
- Target Beneficiary: The people to be impacted by the work.
- Capacity Building: The training, skills, and approaches that leaders and organizations need to maximize their organizational impact and reach high performance.
- Success Metrics: The means by which we measure the achievement and success of a SMART goal.
- Logic Model Framework: A systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program(s), the activities you plan, and the change(s) or result(s) you hope to achieve. See Figure 1 below for more information. A typical logic model contains the following:
 - Input: Money (resources), Staff Time, Consultant Time, Space Utilized.
 - Activity: The Activities/Processes undertaken to create Outputs.
 - Output: The measurable products of an Activity; could be a deliverable.
 - Outcome: The achievements that result from the Output – ties back to Theory of Change.
 - Impact: How the world has been changed; ties back to the Mission.
 - Assumptions: Assumptions that societal factors outside the Log Framework are constant, and upon which the Log Framework is predicated in a causal pathway to success.

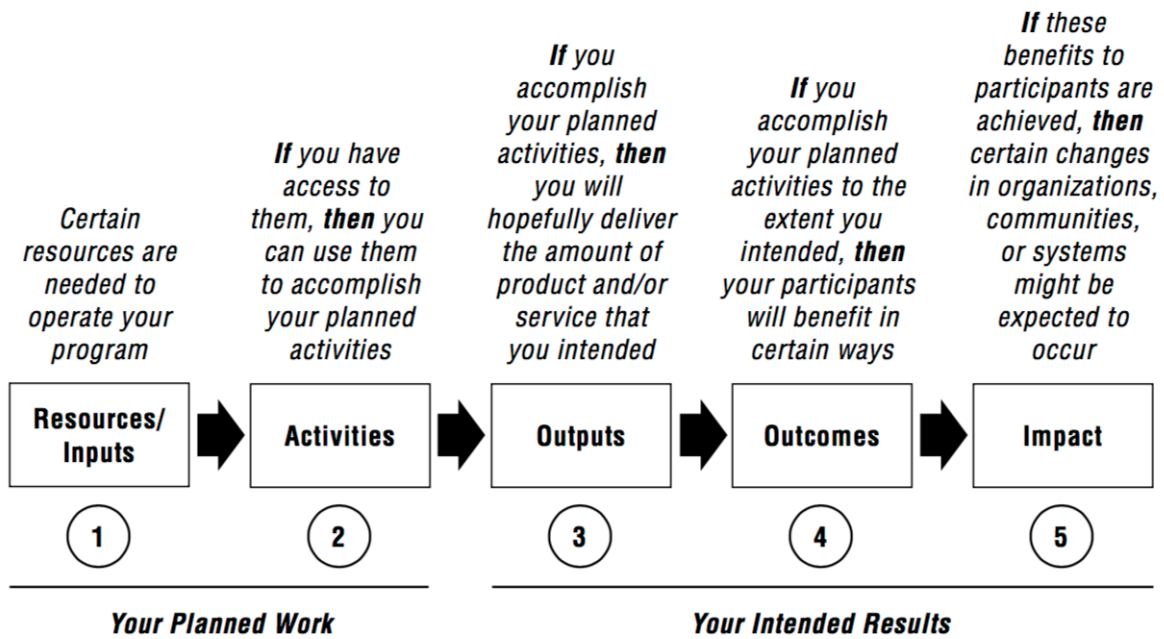


Figure 1: How To Read A Logic Model (Source: Kellogg Foundation -- <http://bit.ly/KelloggLogModel>)