



ACS Today

Connected to the Issues
Summer 2022

You Gotta Fight... For Your Right... TO VOTE!

Some states have recently enacted various new voting laws and restrictions that make it more difficult for people to vote. But voting doesn't have to be stressful! Knowing your voting rights can help you feel empowered if something goes wrong on election day or with your voting process. Check out our [July Voting Tip](#) to understand your rights when it comes to casting a ballot in your state.



What's the Logic Behind Logic Models?

Logic models are the sleeping giants of program planning and management. They can be an important part of planning, implementing, and evaluating efforts to move the dial on many of Advocacy & Communication Solutions (ACS) clients' priority issues, including early education, workforce development, and K-12 education. Logic models also can help clearly communicate your program's value to external audiences.

But what is a logic model? According to the [W. K. Kellogg Foundation](#), a logic model is a roadmap—a way to display how the pieces of your program or effort will come together to make change. Logic models can be especially helpful when your program or project is complex and multi-faceted. Developing a logic model is simpler than you may think and doesn't require months of planning. ACS' advice: Create your logic model at the start of your program or project to ensure everyone is on the same page about what you are trying to do and what it will mean for the target audience.



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July Voting Tip:

You Gotta Fight...
For Your Right...
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Making Sense of Logic Models

Hearing or seeing the words “logic model” rarely evokes feelings of excitement for most people. The mere thought of creating one can be intimidating.

Developing a logic model doesn’t have to be daunting. In fact, logic models can simplify your life and don’t require a lot of time to develop. For this newsletter, ACS will be referencing the W.K. Kellogg Foundation’s [Logic Model Development Guide](#) because it’s an evidence-based resource that is easy to follow.

This mighty tool can help in various ways:

- Help you visualize how and why your program will achieve your goals.
- Help you run through various scenarios and “test out” options and make changes over time, as you learn.
- Enhance your ability to convey what you’re trying to do to stakeholders and funders.
- Help you make sure the underlying assumptions about the connection between activities and outcomes are accurate.
- Help you manage the program effectively by identifying the data you will need to collect and monitor.
- Inform your evaluation approach because the model includes both formative evaluation elements (improve your program) and summative evaluation elements (prove your program worked).

Putting Logic Models to Work

In 2020, the [Third Federal Foundation](#) wanted to create an infographic to illustrate positive changes in academic, health, and social outcomes in the Slavic Village neighborhood of Cleveland, Ohio, related to the foundation’s [Broadway-P16](#) program (“P-16” covers preschool, 12 years of school, and four years of college). Early in the process, ACS recognized the need for a logic model to help the foundation and its key stakeholders identify how the many elements of the P-16 program worked together to improve the lives of local children and families. In getting a comprehensive sense of the impact the program was trying to make and how various activities supported progress, ACS was able to help the Foundation create a vibrant infographic they can use to track change over time and focus program efforts.



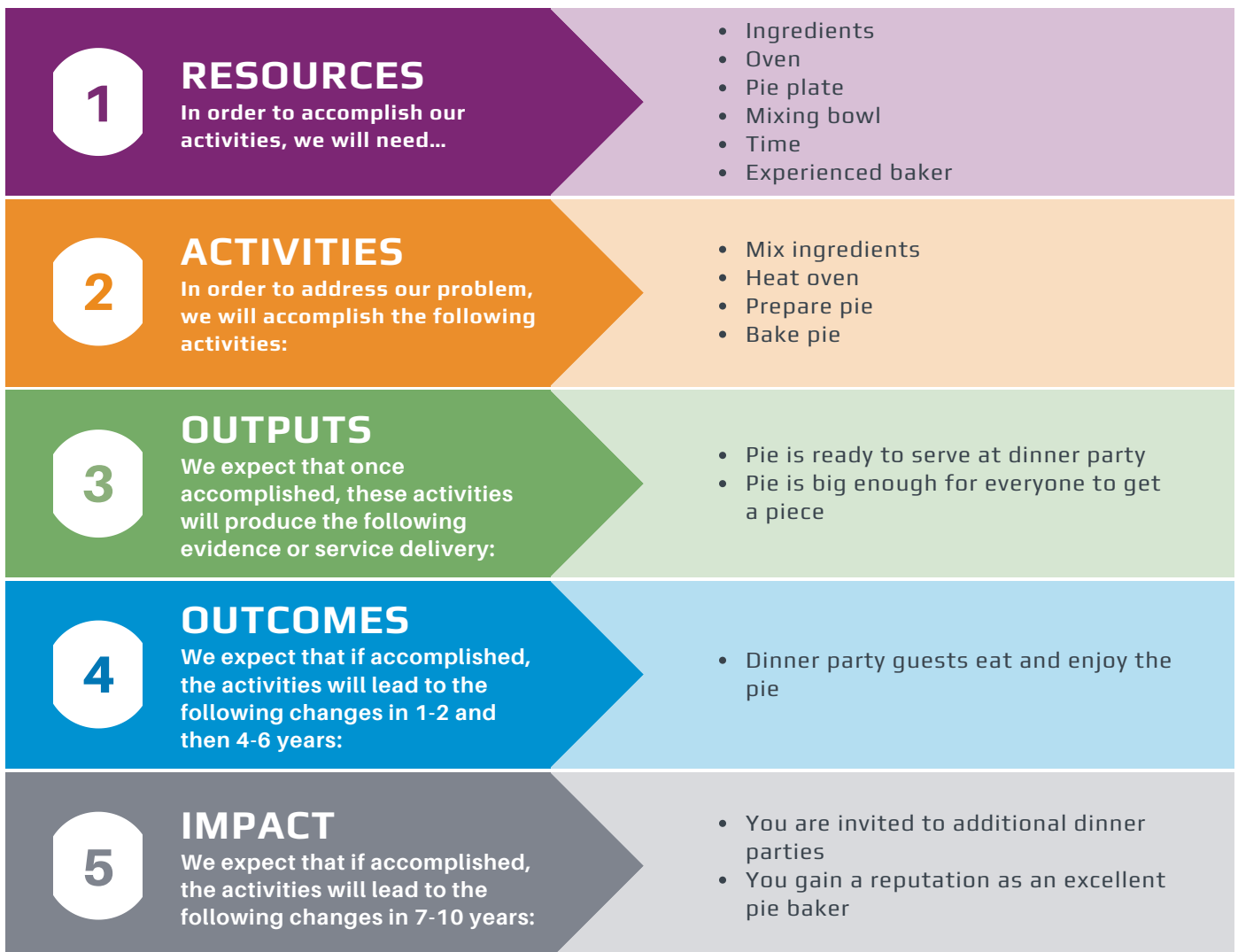
TIP!

Feeling overwhelmed planning a new program or initiative that involves lots of different individuals? Create a logic model together during a group meeting. It will help focus the conversation and facilitate strategic decision-making.



Your Roadmap to Success: Easy as Pie

Think about a logic model as a visual way to explain where you want to go and how you can get there. There is no one-size-fits-all logic model. ACS uses the following Basic Logic Model template to help our clients create their logic models. For additional templates, check out the [Logic Model Development Guide](#). In the example below, we've used the experience of making an apple pie for a dinner party to illustrate the content for each column. Tip: Start with Impact—Agree on what you are trying to achieve and work backwards!



When Don't Logic Models Help?

Just like anything a tool is only good when it's used on the right challenge. Logic models are really about the "big picture"—helping you connect activities, outputs, and expected outcomes. They are not useful when you're completing discrete tasks, such as writing a report or drafting an op-ed for a newspaper—these are activities within your program that help drive toward your desired outcomes. In addition, be cautious about the validity of the assumptions you make about why your outputs and outcomes will lead to your desired impact. If you create a program based on a faulty belief that, for example, more awareness inherently leads to behavior change, your logic model will lead you astray. Do research about other programs with similar goals to assess if your impact statements are realistic and align with best practices.



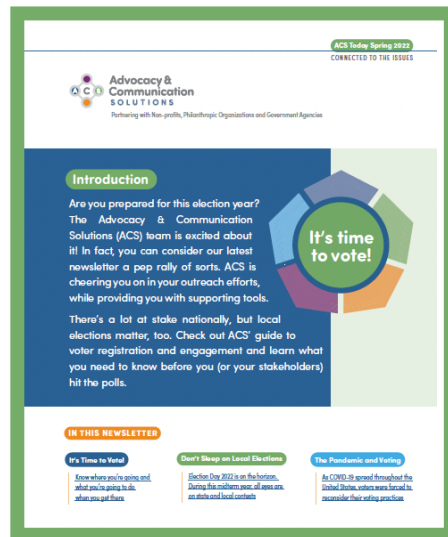
Be in the Know

Each month, ACS will be looking at different pieces of the voting puzzle and how those pieces fit into your voting strategy and overall civic engagement.

Be on the lookout for next month's topic, hitting your inbox mid-August: **What the heck is a special election?**

In case you missed it...

Spring 2022 Newsletter



Winter 2022 Newsletter



Want More?

Want to learn how communication, strategy development, advocacy, or capacity building can move your organization forward? Need an expert for training sessions or conference presentations? Contact one of our team members, call toll free at 1-877-372-0166, or visit our website at advocacyandcommunication.org.

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