

OUTCOMES & MEASURES

Your project outcome(s) are the things that you are trying to achieve for your target audience through your project.

Quick Tips!



Ensure your outcomes reflect the change you want to see in your target group/participants, not what you are going to do.



Be realistic about what you can actually change or impact



Ensure your outcomes are things that you can impact through your project



The more specific an outcome is, the easier it is to measure



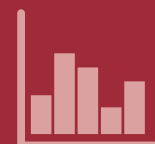
Measures should be tangible



Include both quantitative (numbers) and qualitative (words/stories) measures where appropriate



Think about how you will collect evidence, not just what you will collect



Remember to collect a baseline before you begin your project if you need it to compare back to



Think about how you can show that any change you measure was due to the project