**Key Outcomes for Grant Application Planning**

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To schedule consulting, use our powerful grant research database, or to reserve meeting/event space in our Behnken Nonprofit Learning Campus, reach out to Mark Atkinson, Nonprofit Connection Director: matkinson@uwnu.org.

For Northern Utah nonprofits seeking grants, clear, measurable outcomes are vital for demonstrating impact and potentially securing funding. Focus on a simple, focused plan; overcomplicating can weaken your proposal. Here's a general list of tips and potential outcomes to help prepare for a successful project:

# Tips for Crafting Strong Outcomes

* **Align with Funder Priorities:** Research the grant maker’s mission and tailor your outcomes to their goals.
* **Focus on Change:** Outcomes describe the results of your activities, not just the activities themselves.
* **Be Measurable:** Include specific numbers, percentages, or qualitative indicators.
* **Utilize a Logic Model:** Clearly articulate the relationship between your inputs, activities, outputs, and outcomes.
* **Provide Baseline Data:** Show the situation before your intervention to highlight anticipated change.
* **Explain "How":** Briefly describe your methods for achieving and measuring each outcome.
* **Connect to Community Needs:** Articulate how your outcomes address specific needs in Northern Utah, supported by local data.
* **Realistic and Achievable:** Ensure outcomes are ambitious yet attainable within the grant period and requested resources.

# Programmatic/Direct Impact Outcomes

* **Increased Access/Participation:**
  + Number of individuals/families served.
  + Percentage increase in participation from target demographics (e.g., low-income families).
  + New partnerships to expand reach.
* **Improved Knowledge/Skills:**
  + Percentage of participants showing increased knowledge (e.g., financial literacy), measured by pre/post-tests.
  + Number of participants completing training or certification.
  + Demonstrated improvement in specific skills (e.g., reading levels).
* **Behavioral Change:**
  + Percentage of participants adopting new, positive behaviors (e.g., increased physical activity).
  + Decrease in negative behaviors (e.g., truancy rates).
  + Increased community engagement.
* **Improved Well-being/Quality of Life:**
  + Percentage of participants reporting improved physical or mental health.
  + Increased self-sufficiency or economic stability.
  + Reduced instances of homelessness or food insecurity.
  + Improved academic performance or school attendance.
* **Community-Level Change:**
  + Reduction in a specific community problem (e.g., crime rates).
  + Increased community engagement or volunteerism.
  + Development of new community resources.
  + Enhanced collaboration among community organizations.

# Organizational Capacity & Sustainability Outcomes

* **Enhanced Operational Efficiency:**
  + Implementation of new data management or program tracking systems.
  + Reduction in administrative costs.
  + Streamlined service delivery processes.
* **Increased Staff/Volunteer Capacity:**
  + Number of staff/volunteers trained in new skills.
  + Improved staff retention rates.
  + Increased volunteer hours.
* **Improved Financial Health/Sustainability:**
  + Diversification of funding sources (e.g., new grants, increased individual donations).
  + Growth in unrestricted operating funds.
  + Development of a comprehensive fundraising plan.
* **Strengthened Partnerships/Collaborations:**
  + Formation of new strategic alliances.
  + Increased referrals with partner organizations.
  + Joint projects or initiatives with collaborators.
* **Enhanced Visibility & Advocacy:**
  + Increased media coverage or public awareness.
  + Growth in social media engagement.
  + Successful advocacy leading to policy changes.

# Evaluation & Learning Outcomes

* **Improved Data Collection & Analysis:**
  + Implementation of a new impact measurement framework.
  + Regular reporting on key performance indicators.
  + Use of data to inform program adjustments.
* **Shareable Best Practices:**
  + Development of replicable program models.
  + Dissemination of lessons learned through presentations or publications.