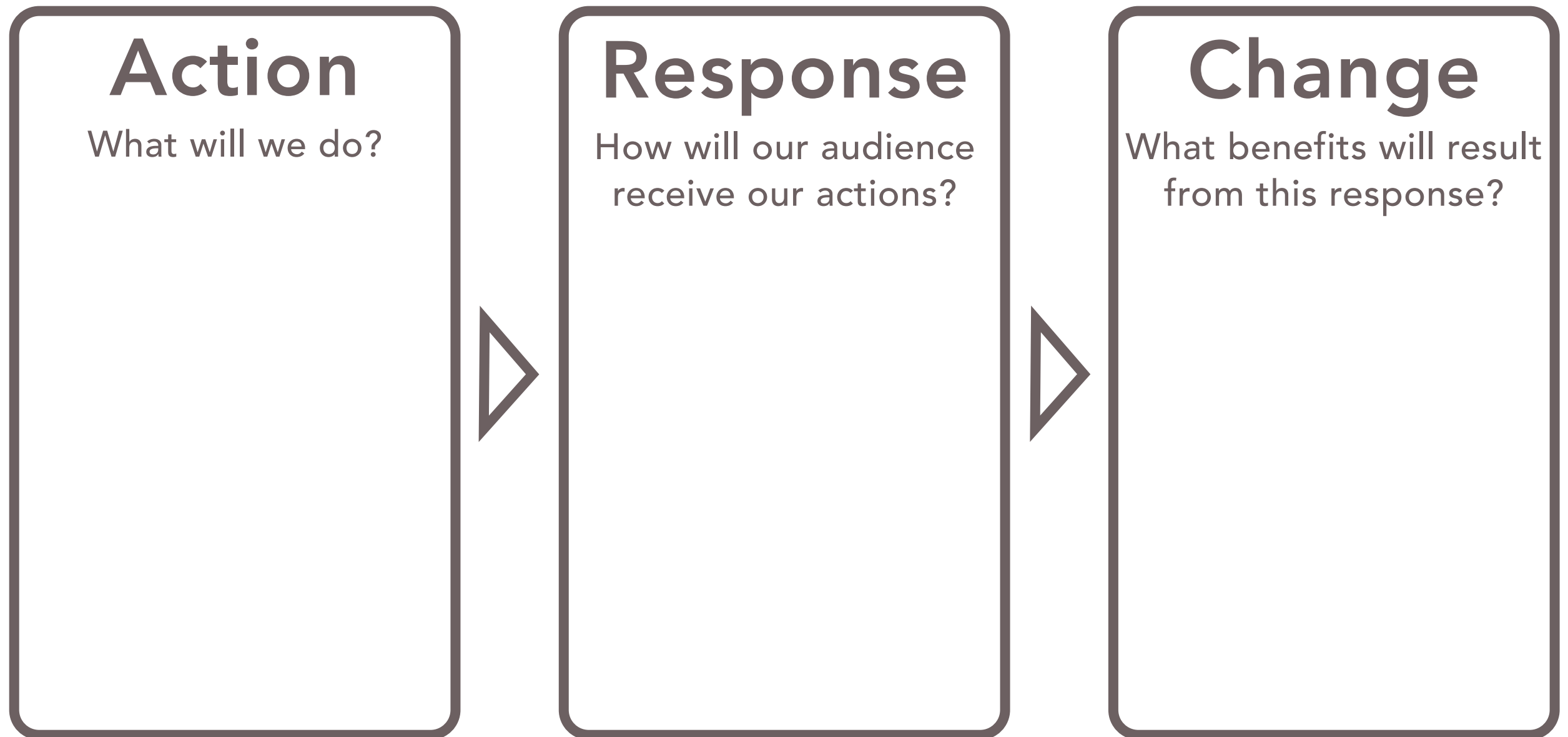


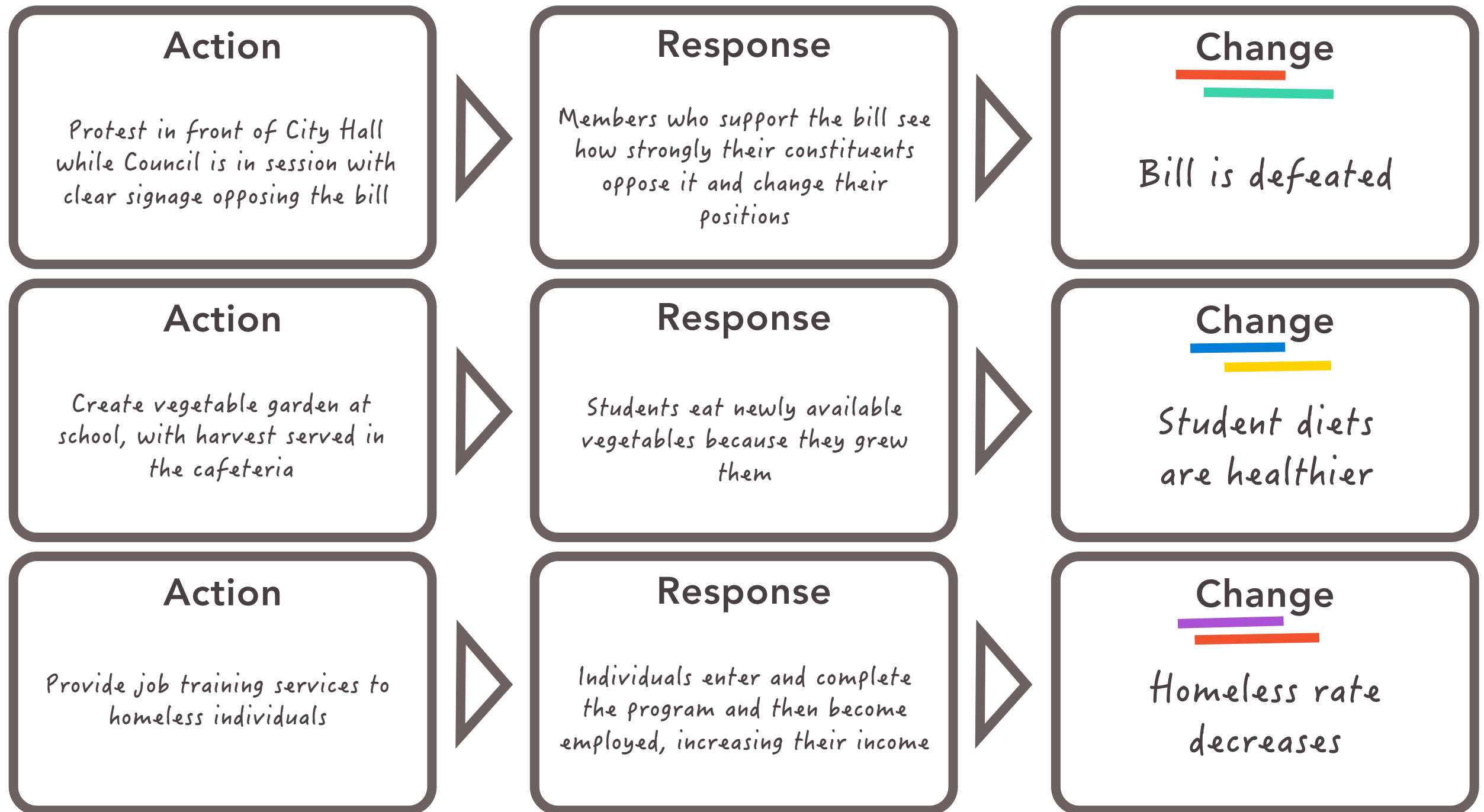
Your Impact ARC

The ARC (Action ► Response ► Change) logic model visualizes your hypotheses about how you will create social impact. It is the most basic check of the strategic soundness of a project or tactic. Once you fill out the model, you should be able to answer the fundamental question, "Does this make sense?," as well as providing a foundation for further analysis.



The reverse of this sheet includes examples... and extra credit. For feedback on your logic model, you can email a scan of your completed worksheet to mary@dobiggood.com.

Examples



Extra Credit

Underline all the hypotheses (assumptions) in each example above and in your own project on the previous page. Then underline in green the hypotheses are low risk (high probability) and underline in red the hypotheses are high risk (low probability). How might you change your project as a result of this risk analysis?

