



American Baptist Churches USA

Clergy and Leadership Development

Conditions, Goals, Objectives, Results, and Impacts

From *Projects that Matter*,

Successful Planning & Evaluation for Religious Organizations

By Kathleen Cahalan

1. Conditions
 - a. Need
 - b. Problem
 - c. Issue
 - d. Question
 - e. Opportunity
2. Goals: statements that define what the project will do in relationship to a condition.
3. Objectives: what has to take place for each goal to be reached?
4. Results (outputs): products produced by or events that take place from project activities
5. Impact (outcomes): describe what's happening to people by virtue of their participation in project activities and results.
 - a. Projects set out to change what people think and do; they seek to affect people's attitudes and knowledge. These are the impacts of the project.
 - b. Ask, "How will participants benefit from and be affected or changed by participation in the project."
 - c. Impacts occur in three time frames:
 - i. Initial – the immediate benefit that comes from participation
 - ii. Intermediate – changes in knowledge, attitudes, skills, and behaviors that establish new patterns of thinking and behaving
 - iii. Long-term – Changes in identity, a condition or status that persists over time