

THEORY OF CHANGE GUIDE

JUNE 2025



IDENTIFY THE PROBLEM

Using publicly available or organizational data, define what problem you are solving for with this theory. Clearly articulate it and what you think the need is based on that problem at the top of the page.

1

2

IDENTIFY THE IMPACT

What would the world or your community look like if the problem improved or disappeared and for whom? Consider changes in knowledge, beliefs, behaviors, attitudes, or conditions. Put that below your problem as the north star.



3

IDENTIFY AND ORGANIZE SHORT-TERM OUTCOMES

What changes (in knowledge, beliefs, behaviors, attitudes, or conditions) need to happen before you will see the impact and for whom? Write them on sticky notes. Consider how those outcomes relate to one another and connect the stickies with arrows.



CONNECT IMMEDIATE OUTCOMES TO ACTIVITIES

4

List out the activities your organization is implementing to address the immediate short-term outcomes. Each outcome should tie to an activity. Draw arrows from each activity to the outcome you are planning it will impact most directly. Activities can address more than one outcome and multiple activities could address one outcome. Continue until all activities have outcomes. Remove activities that don't tie to outcomes.

5



ASSUMPTIONS

List any assumptions that must be true for this to work. Do any of them need to be addressed in programming? If so, don't forget to add an outcome! List the assumptions on the bottom of the document.

