LEADERSHIP FOUNDATIONS · SESSION 8 OF 10

Projects, Goals and Evaluation

Turn an idea into a plan, track progress honestly, and show the difference your group project made.

A companion series for Neighborhood Leadership Cleveland participants



A goal without a plan is a wish.

Accountability means setting clear goals, sharing the work, and checking honestly whether it worked. These habits matter as much for a block club as for a large nonprofit.

SMART goals

Specific

What exactly will change, and for whom?

Measurable

How will you count or see it?

Achievable

Possible with the people and time you have.

Relevant

Tied to what neighbors said they care about.

Time-bound

A clear deadline.

The logic model in plain language



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Simple ways to measure

Sign-in sheets

Who came, how many times, and from where.

Short surveys

Three questions before and after. Google Forms is free.

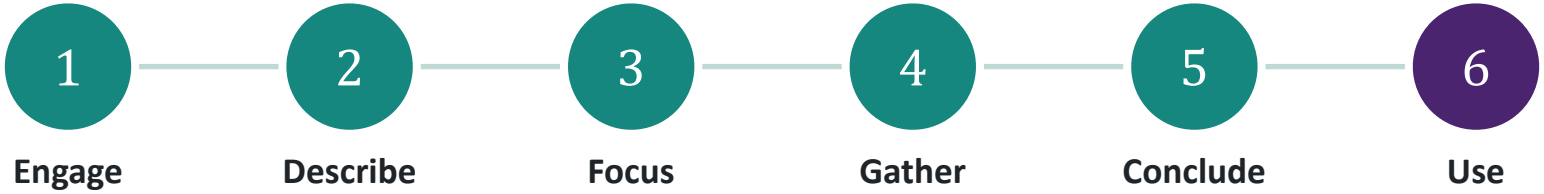
Photos

Before and after, with permission.

Stories

Quotes from participants about what changed.

Evaluation in six steps



Turning a goal into tasks with AI

- AI drafts. The group decides owners and dates.
- Check the timeline against real calendars.
- Revisit the plan every week.

PROJECT PLANNER PROMPT

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Our NLC group project goal is: [goal].
We have [number] people, about [hours] hours
a week, and [budget].

Rewrite the goal as a SMART goal. Then list
the tasks in order, with a suggested week for
each, and two simple ways to measure success.
Put it in a table.
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ACTIVITY · 35 MIN

Build your project plan

1. Write your SMART goal.
2. Fill in a five-box logic model.
3. List tasks with owners and dates.
4. Choose two measures.
5. Share with another team for feedback.

ONE-PAGE PLAN

Goal:

Inputs / Activities / Outputs / Outcomes / Impact:

Tasks, owners, dates:

How we will measure:

When we will check in:

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What to remember

- Make goals SMART.
- Use a logic model to connect work to change.
- Measure with numbers and stories.
- Check in weekly and adjust.

Next: Finding funding.

KEEP LEARNING

Kellogg Logic Model Guide

Free PDF via betterevaluation.org

CDC Evaluation Framework

cdc.gov/evaluation

Community Tool Box

Free guides · ctb.ku.edu

NLC Leader Hub

Every resource in this series, searchable in one place