



MAP's Logic Model

A "logic model" is a theory that connects the outputs that any single nonprofit entity can reasonably achieve to the wholesale social change to which it aspires

1. MAP PRODUCES and DISTRIBUTES REPORTS

Movement Strategies

- *Momentum Report* on movement-wide progress
- *Strategic Issue Reports* on religion, youth, race, communications, etc.

↓ Informs: ↓

"Big Picture" Overviews

- *Strategic Philanthropy Supporting LGBT Civil Rights*
- *LGBT Civic Life from State to State* online database and maps

↑ informs: ↑

Movement Finances & Ops

- *Financial & Operating Overview*
- *Standard Annual Reports* on key organizations & funders
- Surveys of state political organizations & community centers

DISTRIBUTION PATHS



2. REPORTS REACH FUNDERS & ORGANIZATIONS OVER TIME

Institutional & Individual Funders

Organizations

word of mouth

↓ To next page ↓

MAP's Logic Model (continued)

3. FUNDERS & ORGANIZATIONS ABSORB AND ACT (to greater or lesser extent)

4. TOGETHER WE'RE MORE SUCCESSFUL

Institutional & Individual Funders



- ↑ understanding of issues, orgs & their interplay
- ↑ knowledge of funding options
- Shared conceptual models

- Better decisions
 - Address gaps
 - ↑ impact
 - Better meet own criteria
- More adept at engaging w/orgs

- ↑ visibility of impact from \$
- ↑ confidence & motivation to fund
- ↑ investments in impactful work

Organizations



- Shared conceptual models
- ↑ understanding of issues, funders & other orgs
- Comparative data to fine-tune ops

- ↑ collaboration & coordination
- ↓ duplication
- Operational improvements
- Better interactions with funders

- ↑ \$ to work with in most impactful areas
- ↑ effectiveness
- ↑ efficiency

**Stronger movement,
Faster road to equality**

← From previous page