

Campaigns Glossary

Problem ■ The problem you are trying to address.

Impact ■ The ultimate effect on the change you are seeking.

Strategies ■ Plans, patterns, positions and perspectives in the short, medium and long-term that help achieve the goals you see.

Outcomes ■ Significant changes that lead to the final impact.

Outputs ■ The specific results of activities designed to achieve your outcomes.

Activities ■ The work done to achieve outputs.

Inputs ■ The resources used to undertake the activities that will produce the outputs.

Assumptions ■ What you are assuming about the way change will happen.

Theory of Change ■ A roadmap outlining the steps to achieve our goal. It helps define how our work is contributing to achieving the impact we are aiming for, checking our assumptions and encourages us to consider the alternative routes and methods to getting there.