

YOUR IMPACT

Think about the impact you want to have on violent extremism.

Impact is the measurable effect or change a program has on the target population (impact can be intended or unintended, direct or indirect).

Ask yourself:

What is the specific problem that should be solved that would likely lead to a longer-term impact on violent extremism?

PROJECT STAFF

What outcomes (changes or effects) should occur with program staff that would lead to your intended impact?

Program staff include those within your organization or institution that would be working to implement or support the implementation of your program.

Ask yourself:

What new experiences, skills, and capacities should program staff develop?

PARTNER ORGANIZATIONS

What outcomes (changes or effects) should occur with partner organizations that would lead to your intended impact?

Partner organizations can be any other institution working towards your same goal such as civil society organizations, government institutions, private businesses, media, religious institutions, activists, and so forth.

Ask yourself:

What new partnerships should be developed?

What new approaches should partners adopt?

What new experiences, skills, and capacities should partners develop?

BENEFICIARIES

What outcomes (changes or effects) should occur with program beneficiaries that would lead to your intended impact?

Beneficiaries would be anyone targeted by the program to receive services or participate in activities that would contribute to intended impact of the program.

Ask yourself:

What new experiences, skills, and capacities should program beneficiaries develop?

What new attitudes, behaviors, and relationships should program beneficiaries develop?

SYSTEMS

What outcomes (changes or effects) should occur within local systems that would lead to your intended impact?

Systems is a broad category that can include the countering violent extremism field of practice, the targeted community, the networks of program recipients, or government policy or legislation.

Ask yourself:

What policy or legislative changes should be made?

What contributions should you make to the countering violent extremism field of practice?

What norms should be built or strengthened in the community?