

# Theory of Change Worksheet



## THEORY OF CHANGE WORKSHEET

**CHANGE STATEMENT:** *In one or two sentences, using the “if/then” construction, describe your theory and what needs to happen in order to fulfill the purpose of your campaign.*

**WHY IS THERE A NEED FOR CHANGE?**

*Bullet the reason(s) why the change must occur and for whom.*

**WHAT ARE THE KEY BARRIERS?**

*Bullet social and environmental factors including political, economic, and cultural that might impede the change you seek to implement.*

**HOW DO YOU PLAN TO SUPPORT YOUR EFFORTS(S)?**

*What resources do you have? Time, volunteer hours, money, etc.*

**IMPACT STATEMENT:** *In one or two sentences, describe the outcome you expect as a result of your effort. Be realistic.*