TAKE THE PULSE YOUR ORGANIZATION'S HEART

A Program Framework to Strengthen Outcomes, Fundraising, and Focus

Do You Have A Broken Heart?

Programs are the **heartbeat** of a nonprofit,
and most are built without structure, focus, or clear outcomes.

What happens when the heart is weak?”

SYMPTOMS OF A BROKEN HEART

❌Unclear Objectives/Outcomes:

Programs are launched without specific, measurable goals, making success hard to define or communicate.

SYMPTOMS OF A BROKEN HEART

❌ **Team Confusion**:

Staff, board, and volunteers operate with different understandings of program goals, leading to confusion and inefficiency.

SYMPTOMS OF A BROKEN HEART

❌ **Fuzzy Outcomes**

Lack of clarity on the intended impact means nonprofits can't track or prove what's working.

SYMPTOMS OF A BROKEN HEART

❌ **Activity Overload:**

Doing "all the things" without a clear strategy results in mission drift and resource burnout.

SYMPTOMS OF A BROKEN HEART

❌ **Reactive Grant Planning**:

Scrambling to meet funder requirements without a pre-built framework limits funding opportunities.

SYMPTOMS OF A BROKEN HEART

❌ **Disconnected Messaging**:

Marketing and storytelling don't align with actual program results—leading to weak engagement and donor doubt.

DOMINO EFFECT
OF WEAK PROGRAMS

WHAT A BROKEN PROGRAM LOOKS LIKE

The Consequences Across Departments

- Board confusion
- Donor and funder frustration
- Grant rejections or low funding
- Vague or ineffective marketing
- Low team morale or volunteer turnover
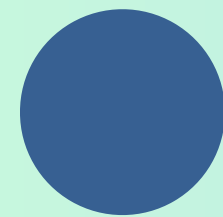- Mission drift or burnout

CONSEQUENCES

UNCLEAR OUTCOMES

DONOR / FUNDER FRUSTRATION

GRANT REJECTIONS / LOW FUNDING

MARKETING WITHOUT SUBSTANCE
THE MESSAGE IS UNCLEAR

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CONSEQUENCES

BOARD CONFUSION

1. Lack of Strategic Oversight - *"A confused board becomes a passive board—because they don't know what decisions to make."*

2. Mission Misalignment - *"When your board doesn't understand your programs, they can't protect your mission—they can only guess at it."*

3. Weakened Fundraising Support - *"Confusion kills confidence—and no one fundraises for something they can't explain."*

4. Poor Accountability - *"You can't lead what you don't understand. When the plan is vague, accountability disappears."*
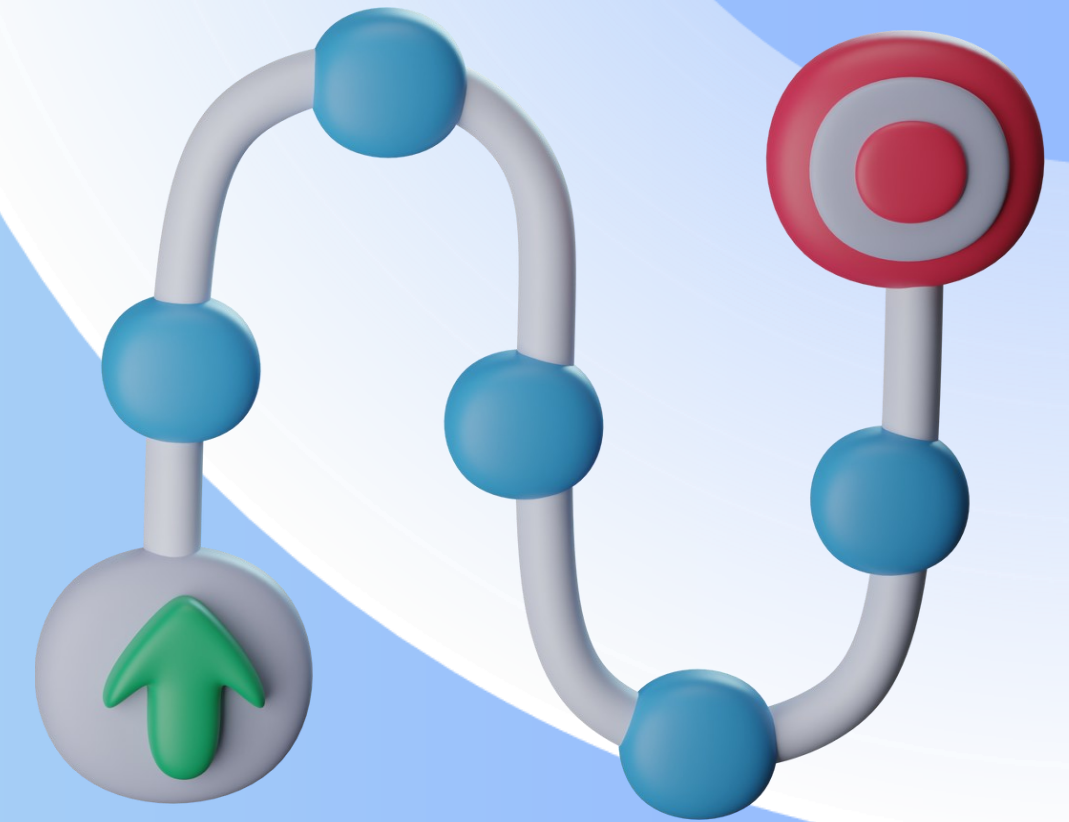
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STRONG PROGRAMS FIX EVERYTHING

TO DO THAT - YOU NEED A NAVIGATIONAL TOOL THAT BECOMES YOUR PERSONAL GPS

THE LOGIC MODEL: YOUR ROADMAP TO SUCCESS

Clarity in Planning

A well-defined strategy ensures **focused efforts** towards achieving organizational goals.

Team Alignment

Engaging the entire team fosters **collaboration** and unified objectives for success.

Strengthened Messaging

A cohesive message amplifies your impact, making your mission **more resonant** with stakeholders.

CREATE STRONG PROGRAMS FROM DAY ONE

- Launch program with built-in clarity and alignment
- Avoid mission drift - build measurable impact from the start
- Designed for any size team – even a team of one

It Grows With You!
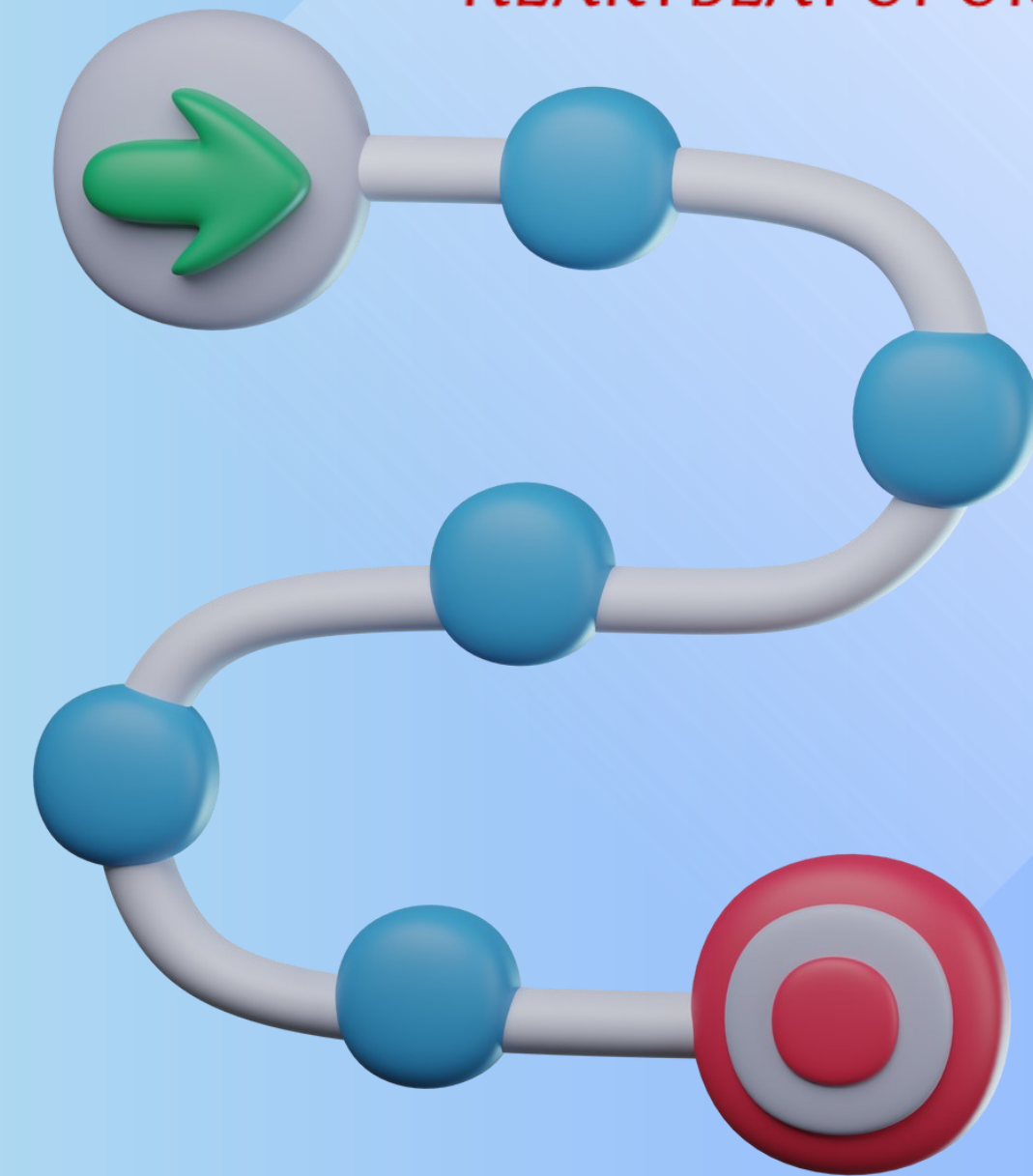
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CLEAN UP EXISTING PROGRAMS

- Clarify goals, align teams, identify what's working
- Use the LM to turn scattered efforts in a cohesive strategy
- Make reporting, funding, and messaging easier

Hit Your Target Goals!

WHY THE LOGIC MODEL WORKS

It Forces Clarity From the Start

You can't create a Logic Model without defining your **end goal first,** it starts with *impact*, not activity.

It makes you ask: *What are we really trying to change?*

"The Logic Model reverses the planning process, it begins with the destination, not the to-do list
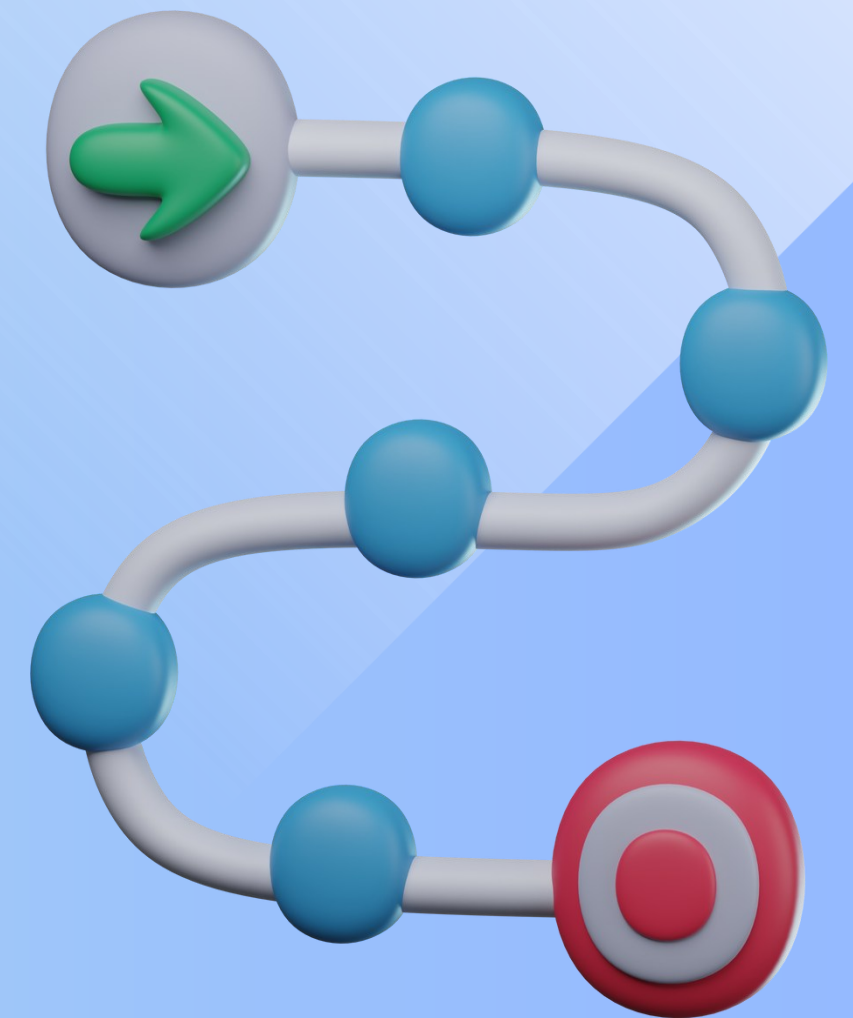
IT CONNECTS THE DOTS

Any good roadmap – shows you how to reach your destination.
Visually map input, activity, and output tied to measurable outcomes.

It shows the 'WHY' behind everything you're doing.

IT'S UNIVERSALLY UNDERSTOOD

Funders, evaluators, board members, and program staff all speak "Logic Model"
Using it shows professionalism, preparedness, and alignment

When you show a funder a Logic Model, you're speaking their language!

90% of Grant Funders use the LOGIC MODEL

HIGHLIGHT GAPS

EXPOSES WEAK LINKS – like unproven assumptions, missing resources, unclear outcomes

A pre-launch diagnostic tool and a planning roadmap.

POWERS STORYTELLING WITH SUBSTANCE

LOGIC MODEL
Program Planning
HEARTBEAT OF ORGANIZATIONS

- You get clear impact data, not just stories.
- Turns feel-good anecdotes into strategic proof.
- Shows professionalism, preparedness, and alignment

Logic Models just don't clarify – they convert.
They turn internal clarity into external credibility.

Leverage

3-STEP ACTION PLAN FOR SUCCESS

Your Roadmap to A Stronger Program Starts Here!

1. **TAKE THE PULSE QUIZ**
2. **THE NONPROFIT AI PLAYBOOK**
3. **JOIN THE COMMUNITY**

1 - FREE PULSE CHECKUP QUIZ

Take a 2-minute checkup to see how focused and fundable strong your program is – whether you're starting fresh or fine-tuning what you have built.
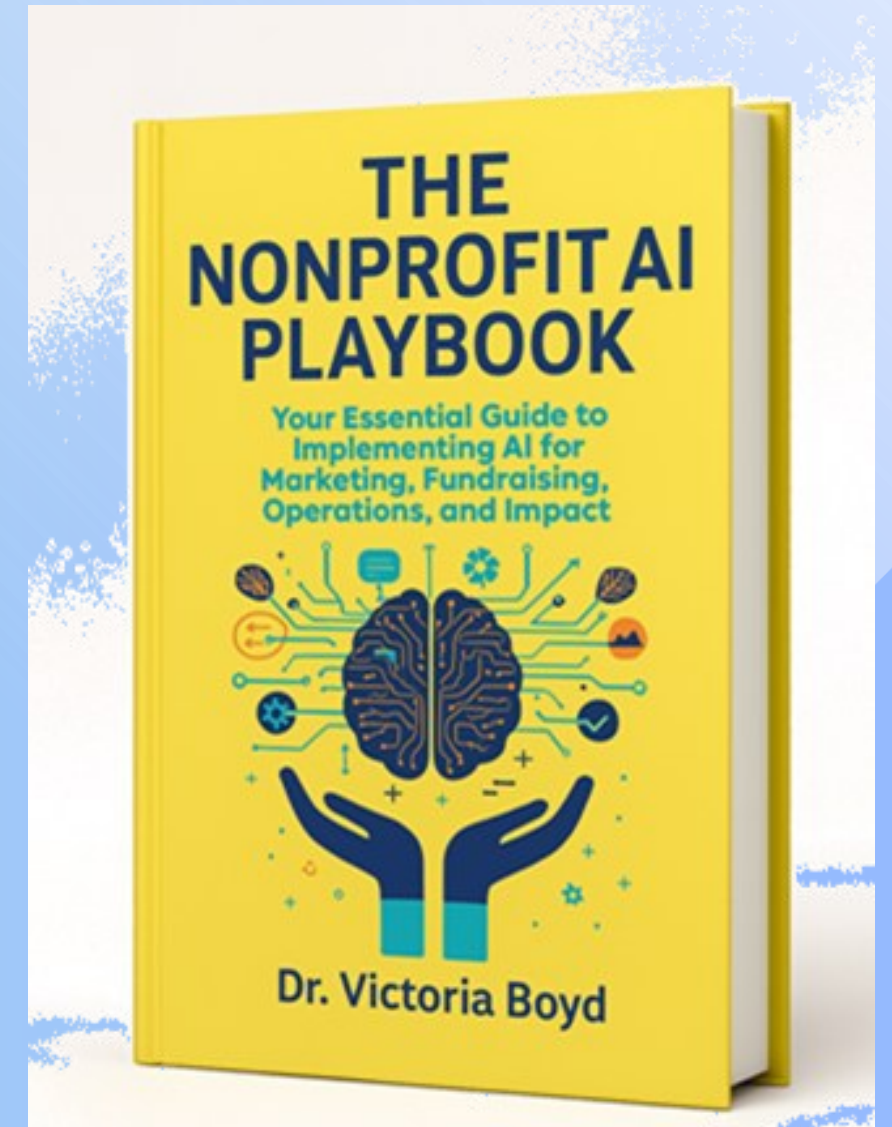

https://NonprofitAIAcademy.org/LogicModel

2 – POWER UP WITH AI

NONPROFIT AI PLAYBOOK

*Learn how AI can help in every phase of your organization. Make smarter decisions, faster. Use AI to streamline communications and impact.*

https://NonprofitAIPlaybook.com

3 – JOIN THE COMMUNITY

Whether you're launching, scaling, or stabilizing your organization, this space was built for nonprofit leaders who want to grow with clarity, connection, and confidence.

https://portal.nonprofitaiacademy.org/
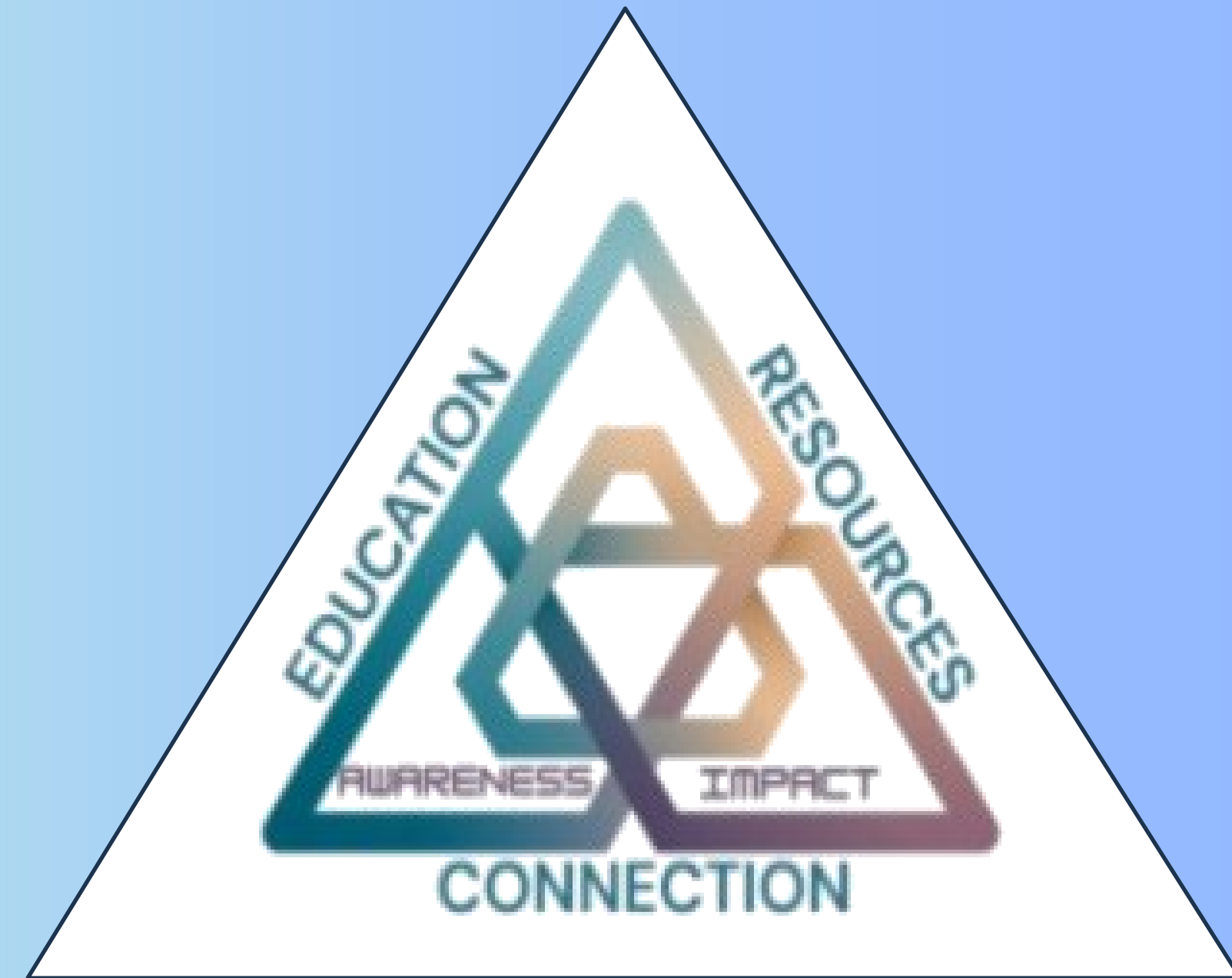
You're Not in This Alone

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