

Planning Canvas/Logic Model

Engaging Places LLC

1. Mission/Vision/Assets Why do you exist? What do you want to achieve? What are your strengths and resources?	Outcomes What do you want visitors to know, feel, or do? What will change if you succeed?	Unique Value Proposition Single, clear, compelling message that states why you are different and worth supporting/visiting.	Outputs Programs, products, activities	2. Target Audience Lifestyle, needs, interests, preferences, demographics, geography
	Key Metrics How will you measure progress and success?		Channels Best ways to reach your target audiences.	
Expenses Acquisition costs, planning & implementation costs, staff, evaluation		Revenues Admission fees, donations, sponsors, grants, lifetime value, memberships		

Based on *Business Model Generation* by Osterwalder and Pigneur (2013), *Running Lean* by Ash Maurya (2012), and *Logic Model Development Guide* by the W. K. Kellogg Foundation (2004).
 Copyright Max A. van Balgooy, Engaging Places, LLC, September 2014. This work licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

