

Logical Framework Project Example: “South Bay Vietnamese Cultural Center”

Logical Frameworks for Strategic Management

The Logical Framework is a dynamic thinking matrix that applies smart management principles and common sense to formulate winning strategies. The simple logic can clearly and consistently communicate a unified strategy. Using the “LogFrame” simplifies the planning and accelerates execution of critical/complex projects.

Objectives	Success Measures	Verification	Assumptions
Goal			
Purpose			
Outcomes			
Inputs			

The Four Critical Strategic Questions

The LogFrame helps teams to systematically answer and agree on these four critical strategic questions:

1. What are we trying to accomplish and why?
2. How will we measure success?
3. What other conditions must exist?
4. How do we get there?

Answering these simple, yet powerful, strategic questions helps teams develop sound solutions to critical issues.

To learn more, please review our 4-page special report “Turn Strategy Into Action” free on our website; or see Terry Schmidt’s book *Strategic Project Management Made Simple: Practical Tool for Leaders and Teams* (Wiley, 2009).



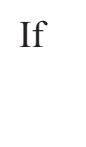
Introduction to the Project

Vietnamese who emigrated to the United States have not forgotten those who remain in their home country. The South Bay Vietnamese Cultural Center is committed to celebrating Vietnamese Culture on both a local and global level; and is motivated to make a difference in their homeland.

For many years, the South Bay Vietnamese Cultural Center (based in Los Angeles California) has been improving the lives of students in Vietnam through awarding scholarship funds. A donation of just \$50 per year can keep one Vietnamese student in high school the entire year.

Contact Dien Nguyen (info@sbvcc.org) for further information or to get involved. Creating a sustainable scholarship program can make a difference for Vietnamese students that will last a lifetime!

Logical Framework Project Plan for “South Bay Vietnamese Cultural Center”

	Objectives <small>Logical hierarchy of If-Then Assumptions</small>	Success Measures <small>Conditions when Objectives are achieved</small>	How to Verify <small>Source of evidence to verify Measures</small>	Assumptions <small>Additional factors necessary for success</small>
Then 	Goal: Improve lives of students in Vietnam	1. 80% of students in the program graduate from high school.	1. Records from staff in VN	Assumptions to reach Goal: 1. Vietnamese authority allows projects to be completed 2. Students stay in school 3. School systems in VN can provide good HS education
If Then 	Purpose: Raise enough funds to provide scholarship to students in Vietnam	Purpose Measures: 1. \$15,000 is raised annually to provide scholarships for 300 students/year 2. All funds are sent to the students in VN every year in August	1. Banks statements showing balance 2. Receipts from staff in VN	Assumptions to achieve Purpose: 1. Corporations and donors willing to donate money 2. There are students in need in VN who will apply for assistance
If 	Outcomes: 1. Brochure/Newsletter written and distributed annually 2. Membership drives held to seek and retain corporate and individual members 3. Corporate funds received network and expertise.	1. Print and distribute 500 copies of --brochure every March; and newsletter every Thanksgiving. 2. Dinner held at Thanksgiving every year to report status with _____ of attendees 3. By June of each year, have received at least \$10,500 from corporations who provided funds	1. Receipt from post office 2. Receipt from restaurant 3. Bank statements	Assumptions to produce Outcomes: 1. Have sufficient staff to work on brochure and newsletter 2. Have sufficient staff to do a membership drive that attracts and maintains supportive members 3. Corporations have funding for the project; and the funds are in fact

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<p>4. Individual donations received</p> <p>5. Students scholarship applications reviewed and recipients selected</p> <p>6. Funds are distributed to recipients and used according to guidelines</p> <p>7. Relevant government documents are filed in US to ensure compliance</p>	<p>4. By June of each year, received \$4500 from individual donors</p> <p>5. Student scholarship applications and report cards received by deadline in July each year</p> <p>6. Scholarship funds are sent to staff in VN for distribution by August 30</p> <p>7. Taxes are filed with IRS and CA Tax Board by April 15</p>	<p>4. Bank statements</p> <p>5. Student Applications-- including report cards, letters of recommendation, financial status, etc.</p> <p>6. Bank statements; and Receipts from VN</p> <p>7. Copies of tax and government documents in US</p>	<p>4. Individual donors willing to help; and the funds are in fact received</p> <p>5. Students in need are aware of the scholarship</p> <p>6. Have staff to review applications</p> <p>7. Have sufficient staff to help distribute funds and oversee that guidelines are being followed locally in VN</p> <p>8. Staff are knowledgeable of government requirements and law or seek professional advice</p>

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Then
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If

INPUTS: How team will produce Outcomes			Schedule												Assumptions for Activities
ACTIVITIES AND	WHO DOES?	RESOURCES	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
1. Brochure/ Newsletter written and distributed annually															
a. Create brochure															
b. Mail brochure															
c. Prepare newsletter															
d. Mail newsletter															
2. Membership drives held to seek and retain corporate and individual members															
a. Organize membership drive															
b. Restaurant willing to sponsor the event															
c. Send invitations															
d. Hold dinner															
3. Corporate funds received															
a. Identify and contact corporations															
b. Maintain and review corporate donor list															
c. Send request for donations															
4. Individual donations received															
a. Identify and contact individuals															
b. Maintain and review individual donor list															
c. Send request for donations															

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ACTIVITIES AND	WHO DOES?	RESOURCES	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
5. Student scholarship applications reviewed; and recipients selected															
a. Update applications															
b. Coordinate with VN staff to receive applications/student report cards															
c. Review applications to select recipients															
6. Funds distributed to recipients and used according to guidelines															
a. Wire money to VN															
b. Materials submitted by contacts in VN															
7. Relevant government documents filed in US to ensure compliance															
a. File documents for IRS taxes; state taxes; 501 (c) compliance															