

# Return on Investment (ROI) Glossary

<b>Activities</b>	What the program does with the inputs. Activities are the processes, tools, events, technology, and actions that are an intentional part of the program implementation.
<b>Attribution</b>	An assessment of how much of the outcomes was caused by the contribution of other agencies or people.
<b>Deadweight</b>	A measure of what would have happened regardless of the program or intervention.
<b>Drop-off</b>	How much of the change deteriorates over time.
<b>Net Impact</b>	The difference between the outcomes and what would have happened regardless of the program or activity.
<b>Inputs</b>	What goes into the program: resources and contributions that are invested. E.g. staff, money, time, equipment, partnerships, and the research base.
<b>Monetize</b>	To assign a financial value to something.
<b>Outcomes</b>	What results: the value or changes for individuals, families, groups, agencies, businesses, communities, and/or systems. Outcomes include short-term benefits such as changes in awareness, knowledge, skills, attitudes, opinions and intent. Outcomes include medium-term benefits such as changes in behaviors, decision-making and actions. Outcomes include long-term benefits (often called impact) such as changes in social, economic, civic, and environmental conditions.
<b>Outputs</b>	What we do and whom we reach: activities, services, events, products and the people reached. Outputs are also the direct products of program activities and may include types, levels and targets of services to be delivered by the program.
<b>Return</b>	Benefits from the program/activities.
<b>Stakeholders</b>	People, organizations or entities that experience change as a result of the activity or program.

