Aim: broad statement(s) of desired outcomes, or the general intentions of the project. It focuses on what the project will accomplish, not how. Normally, it addresses the long-term outcomes, the aspirations of a project.

Objectives: specific statements that support the aim. The objectives describe how your project will reach its aim. They must be measurable and focused, precisely described. They address the more immediate project outcomes.

Target group: the group(s) of people that you want to reach with your project and/or activities.

Results: specifically intended outcomes or outputs of the project activities. They can be used as milestones of what has been accomplished at various stages during the life of the project.

Impact: the long-term effect of your project on the situation you want to change, for your target group(s) and for the broader community.

Activities: the actual tasks or actions taken to reach the results and objectives you have set for the project.