


 DESCRIBE YOUR TARGET AUDIENCE, INCLUDING SUCH CHARACTERISTICS AS RACE AND ETHNICITY, SOCIO-ECONOMIC STATUS, LOCATION, DOMINANT LANGUAGE PROFICIENCY, AND ANY OTHER INFORMATION THAT MIGHT HELP PRESENT A CLEAR PICTURE. CENSUS DATA AND THE COMMUNITY PROFILES PUBLISHED BY COMMUNITY BOARDS, LOCAL OFFICIALS, SCHOOL BOARDS, AND OTHERS ARE LIKELY TO BE HELPFUL. (SEE THE RESOURCES SECTION AT THE END OF THIS CHAPTER FOR OTHER IDEAS.)


 IDENTIFY ANY THEMES EMERGING FROM THE QUALITATIVE DATA YOU HAVE GATHERED FROM FOCUS GROUPS, INTERVIEWS, SURVEYS, AND GROUP MEMBERS' OWN PERSONAL EXPERIENCES, IF RELEVANT.

 CITE EMPIRICAL DATA, INCLUDING REPORTS, STATISTICS, AND OTHER EVIDENCE YOU HAVE COMPILED TO DOCUMENT NEED.

 IDENTIFY ANY RESOURCES ALREADY AVAILABLE TO THE COMMUNITY TO ADDRESS THIS NEED AND/OR TO AUGMENT THE WORK YOUR GROUP IS PROPOSING TO DO. THE UNITED WAY, UMBRELLA GROUPS SUCH AS THE HUMAN SERVICES COUNCIL OF NEW YORK, AGENCIES FUNDING IN A GIVEN AREA (SUCH AS THE DEPARTMENT OF HEALTH), LOCAL OFFICIALS, MEMBERS OF YOUR TARGET COMMUNITY, AND OTHER NONPROFITS CAN ALL BE GOOD SOURCES OF INFORMATION ON WHAT SERVICES ARE AVAILABLE TO THE COMMUNITY YOU PLAN TO SERVE. REVIEW THE LIST TO DETERMINE SERVICE AVAILABILITY: IS YOUR TARGET AUDIENCE RECEIVING THE SERVICES YOU BELIEVE ARE NECESSARY? ARE THERE BARRIERS TO ACCESSING THOSE SERVICES—PRICE, LANGUAGE, LOCATION, HOURS OF OPERATION, HOSTILITY OF STAFF (TO ACTIVE DRUG USERS FOR EXAMPLE), OR A WAITING LIST?

WHAT GAPS IN SERVICE DELIVERY DO YOU SEE, IF ANY?

 LIST YOUR GROUP'S SKILLS AND EXPERIENCES. HOW DO THEY RELATE TO THE GAPS IDENTIFIED? IS THERE ANY OVERLAP? IS THERE AN OBVIOUS AREA OF FOCUS?

 CAN THE GROUP AGREE ON A COURSE OF ACTION AT THIS POINT? IS THERE FURTHER INFORMATION NEEDED? IF NOT, THEN...

 DESCRIBE THE NEED YOUR PROGRAM WILL ADDRESS.