Checklist for Planning and Analyzing Nonprofit Programs

1. Conduct Community Assessment
   - Is your nonprofit really ready to add more responsibilities and workload? (Conduct organizational assessment?)
   - Research/verify what community needs exist (in your nonprofit’s locale?)
   - Research/verify what outcomes will meet which of those needs
   - Research what services/programs will achieve which outcomes (Produce Community Assessment Report?)
   - Are any other nonprofits already providing the program in that locale?
   - What program(s) will your nonprofit commit to providing? (involve Board!) (Do this while working from your nonprofit’s current or new mission?)
   - What groups of clients will you serve?
   - How will you evaluate the outcomes?

2. Design the Program (for each program!)
   - How will services be provided to match nature and needs of clients? (e.g., it wouldn’t be smart to offer day care during evenings when parents are home)
   - Establish program goals (outputs and outcomes especially for first year)
   - What resources are needed to develop the program? (Produce Staffing Plan?, plan new Organization Chart?, Facilities Plan?)
   - Who are potential collaborators of the program? Competitors?
   - How will program be advertised and publized? (Produce Marketing Plan?)
   - What resources are needed to provide program on ongoing basis? (Consider people, funding, equipment, supplies, etc.) (Produce Program Budget?)
   - What pricing structure will be needed (cost-recovery, scholarship, sliding scale, etc.)?
   - Produce Program Plan, Fundraising Proposal(s), Business Plan? Update Strategic Plan?

3. Develop the Program
   - Obtain resources (people, facilities, supplies, etc.)
   - Organize people into programs/teams?
   - Proceduralize program activities (Produce Operations Manual?)
   - Train people to develop and deliver program?
   - Obtain servicemarks, patents, etc., to protect program materials and methods?
   - Update branding, logo’s, etc.?
   - Pilot/test the program? (Update Program Plan?)