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?)