









WHY CONDUCT A NEEDS ASSESSMENT?

A needs assessment is the process of collecting information about expressed or implied needs. You can try and figure these out on your own, but the best way is to seek feedback from all parties involved.




BRAINSTORMING

-  Define the key issue(s) & player(s)
List of some of today's biggest issues → bit.ly/S2tAxd
-  Map community resources
@HandsOnNetwork's worksheet → bit.ly/Pw8WqW
-  Brainstorm project ideas
Generate as many ideas possible (don't debate...yet)
-  Evaluate and prioritize ideas
Based on needs of community and collective interest
- #1** Select and focus on top idea
You may want to consider a 2nd if multiple parties
-  More brainstorming resources
List of brainstorming games → <http://bit.ly/SYLDew>








CONDUCT A SURVEY

-  Ask what greatest concerns are
Open-ended. Use a diverse or representative sample
-  Ask them to rank a list of problems
This gets difficult to do if more than 5 items listed
-  Guide to creating smart surveys
View SurveyMonkey's guide → <http://bit.ly/PDCn99>


60-MINUTE SEARCH

-  Divide map of area into sections
Ideally these are small enough to thoroughly explore
-  Groups walk or drive through areas
Send people out in groups (keep safety in mind)
-  Identify "hot spots" for improvement
Mark these on a map and discuss area needs

HOLD A COMMUNITY FORUM

-  Ask people to voice concerns
People close to the issues should be included
-  Write them down on whiteboard
Also consider an anonymous method for shy people.
-  Give each person 3-5 votes
These can be check marks, tallies, or stickers.
-  Everyone places votes next to issues
Will you let them use more than 1 vote on an issue?
-  Select top 5 issues & revote
Everyone gets 2-3 more votes.
-  Record results
Take pictures and tally results for future reference.
-  Caution: Be representative
If you are not, concerns of majority may dominate

OTHER IDEAS

-  Ask your legislators
They should be aware of the greatest needs
-  Research what others are doing?
What are others trying to do. How? What works?
-  Compare to favorite towns
What is your favorite city? How is it different?
-  Three wishes for community
What would they want if power & \$ weren't an issue.
-  Watch/read the news
What stories anger you? Write these down.

CREATING A VOLUNTEER MANAGEMENT PROGRAM A COLLABORATION BETWEEN



NONPROFITS



HandsOn
NETWORK



POINTS
OF LIGHT



If you share this resource please link to
<http://topnonprofits.com/needs-assessment>



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