



Program Design

When creating and designing programs it is important to first ask yourself, does this program support the vision and mission of the organization? While every problem needs to be addressed and solved, non-profits must remember to only work on creating programs which support the vision and mission.

Once you have established that a program is needed, the first step is to complete a community assessment. In order to effectively design a program, you must first understand the scope of the program, define the target population, and ask the local community what they feel the solution should be. Programs that do not have community buy in will never be successful.

A planning committee should then be recruited to review the assessment and create an outline of the ideal program. Be sure to include people from your target audience in the committee as well as community stakeholders. This group should have a clear understanding of what the target audience feels is the depth of the problem and what they feel will be a good solution.

Once you have a program outline, you can begin to collect your supporting data and research. Remember research cannot be more than 5-years old. The data, research and outline from the committee should provide you with the bones to flesh out the program.

When seeking funding for the program, remember data from a pilot program or similar program in a similar community will help secure needed funds.