

<p>OUR PURPOSE & CODE OF ETHICS</p> <p>Why we exist.</p> <p>What we do well.</p> <p>Past success.</p>	<p>IDENTIFYING THE PROBLEM</p> <p>Current community needs.</p> <p>Surveys and Statistics</p>	<p>KEY METRICS / MARKET</p> <p>Solid statistics that indicate that there is a problem.</p> <p>Census data</p> <p>Service Area</p> <p>Market Conditions</p>	<p>POSITIONING – ALTERNATIVES</p> <p>Who else is working on this problem?</p> <p>Are we able to compete?</p>	<p>OUR UNIQUE SOLUTION</p> <p>What we do well.</p>
<p>MEASURABLE OUTCOMES</p> <p>What we plan to accomplish.</p> <p>How will we know that we accomplished what we set out to do?</p>	<p>CAPACITY OF RESOURCES</p> <p>Funding</p> <p>Cash Flow and Reserves</p> <p>Volunteers & Staffing</p> <p>Facilities</p> <p>Knowledge and Skills</p> <p>Succession</p> <p>Leadership</p> <p>Training and Development</p>	<p>CHANNELS</p> <p>Television</p> <p>Social Media</p> <p>Associations</p> <p>Community Partners</p> <p>Speakers Bureau</p>	<p>STAKEHOLDERS INTERNAL AND EXTERNAL</p> <p>Organizations</p> <p>Community Leaders</p> <p>Board of Directors</p> <p>Staff</p> <p>Volunteers</p>	<p>EARLY ADOPTERS</p> <p>Board Members</p> <p>Staff</p> <p>Donors</p> <p>Stakeholders</p>
<p>ORGANIZATIONAL STRUCTURE</p> <p>Board of Directors</p> <p>Staff</p> <p>Volunteers</p> <p>Contract Staff</p>		<p>REVENUE AND EXPENSES</p> <p>Program services fees</p> <p>Donations</p> <p>Grants</p>		