



Educational Programs For Your Nonprofit

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Determining a Need for Your Program



- Does the population you serve need this program?
- How do you determine need?

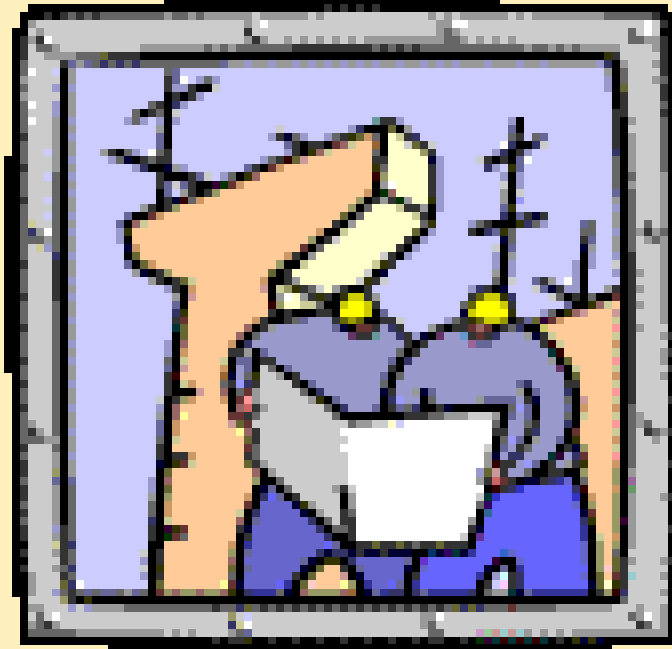


What is the audience/market for your program?



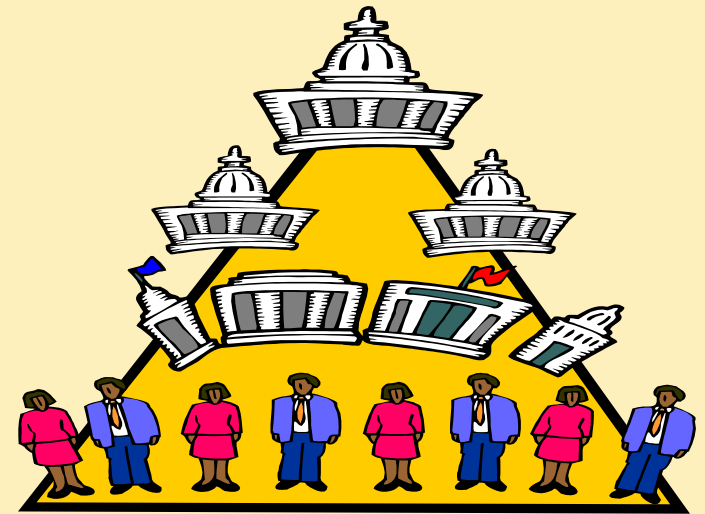
What are their characteristics?

- Refer to your marketing plan demographics



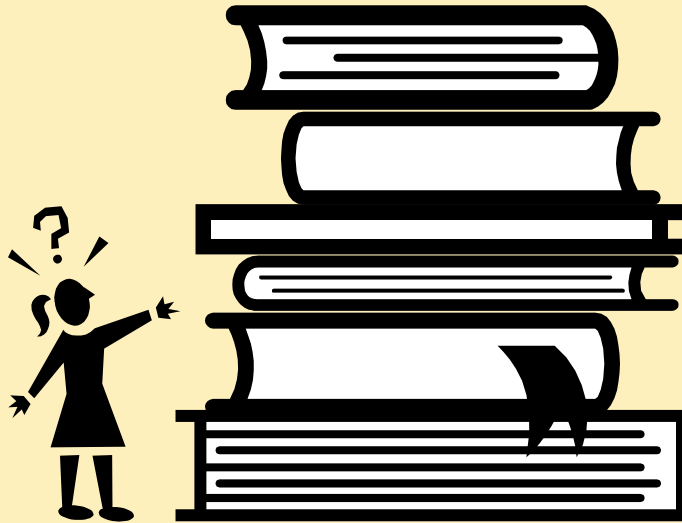
Competition?

- Are there other organizations offering programs similar to yours?
- If so, what programs?



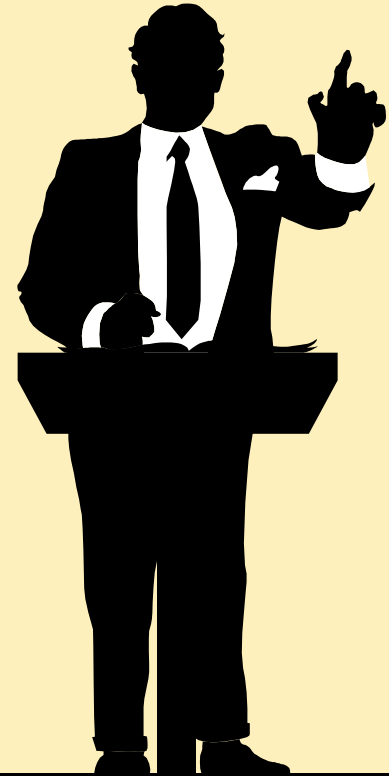
Your Program

- Think about the:
 - Content
 - Theme
 - Topicsof your program



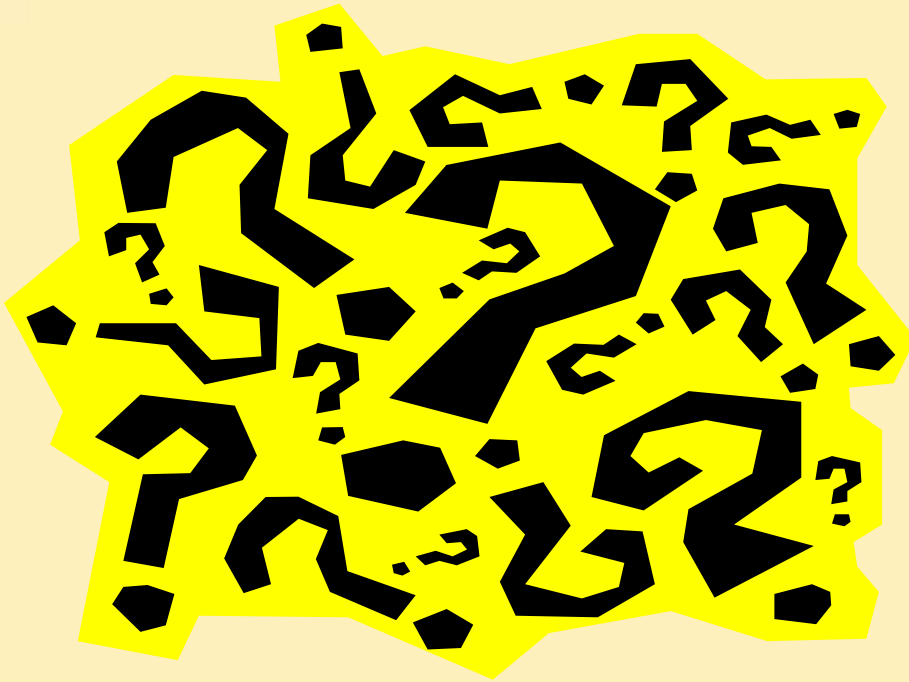
Speakers

- Who will the speakers be?
- How will speakers be recruited?



What is the Nature of the Program?

- Conference
- Seminar
- Self-Study
- Web



How often will you run this program?

- Annual
- Monthly basis
- One time event



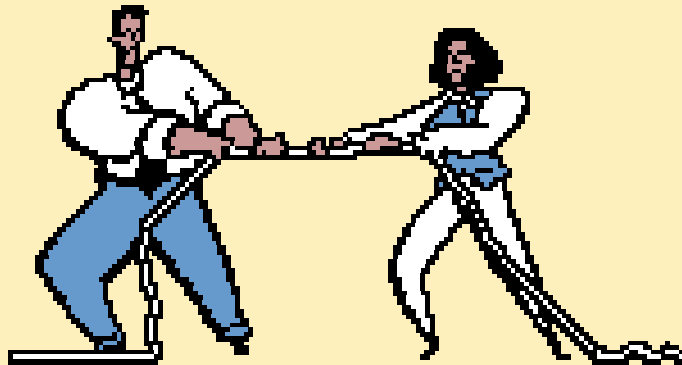
Where Will You Hold This Program?

- Facilities
- Cost
- Location



When will the program be offered?

- Competition for Audience



Will Your Program Have a Special Name?





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