## Program Delivery and Impact (Evaluation)

Once the other areas of organizational capacity have been discussed, it is time to think about program/project development. Programs are all the activities sponsored by your organization in which people can participate. They represent the best efforts of your organization in service to the community. People will identify your organization through its programs. Ineffectual or poorly planned programs or projects can have a negative impact on your organization.

People won't be impressed by how efficiently your organization runs if it produces nothing of value to them.

**How to Select and Design Program:**
- Keep your values, mission statement and goals in front of you
- Stay focused on the needs and resources in your community
- Choose programs that fit your budget
- Check technical requirements of programs to make sure they are a good match for your facilities
- Design a variety of programming or a series of related programs
- Develop a plan and budget to market the program
- Evaluate the program's effectiveness when it is complete, or at least once a year for on-going programs

**When Designing Programming Be Careful Not To:**
- Select programming just because it fits into your budget and/or facilities
- Only do what is easy, safe, tried and true
- Overspend your resources of people and money
- Miss an opportunity for partnership or outreach
- Be afraid to challenge your audience by raising the level of your programming

**Ask yourself:** What programs and services do we want to offer our community, how will we accomplish this work and how will we know we made a difference in people's lives?

**Introduce Worksheet 1.9 – Project Planning Tool**