

Activity 3: Identifying and Categorizing Needs

Look back at the list of activities for the coming year that you wrote in Activity 1.

- Highlight the items that will cost money.
- Underline the items that will require more manpower than you currently have on your team.
- Put a star next to items that will require a changed circumstance, like a permit or a partnership agreement.

For each of these items, write down 2-3 characteristics of people who might be able or inclined to help. For example, if you're going door to door you might need volunteers who are energetic and outdoorsy but if you're spreading the word on social media you might need volunteers who are tech savvy and have a big social media presence.

Money

Manpower

Changed Circumstances

**Hold on to that third list you created of all the things you could accomplish with unlimited resources. You might not have this fully fleshed out and ready to become part of your central story, but it's still important for two reasons. First, because it will inspire you to keep putting together the building blocks of donations and volunteers and today's work. Second, because if someone asks you are going to be ready with the answer.*