Is There a Demand for My Nonprofit Idea?

## Even the best ideas need an audience

Who will use my services?

An organization must **know** its target population and mission-interested parties. Consider the fact that the specific population may not be interested or may already be served.

What services am I providing?

An organization must clearly define the product it is delivering to the public. A service plan that is too broad or too narrow will either miss, or underserve customers.

Where will I operate my organization?

Referring to both operational headquarters and service area, an organization must understand that all politics are local and have support from the community it resides in.

Why is my organization needed?

A successful organization must provide a viable solution to a real problem. If there is already a satisfactory service dedicated to the nonprofit’s mission, then the organization may not salve the problem or fill the need.

How does my organization address the issue?

A problem may have many solutions, but an effective organization will provide a unique answer to tough questions. If a prescription is unsuccessful, the organization may not survive.