

Worksheet

If you know your market well, through discussion you and your colleagues should be able to complete this worksheet off the top of your heads.

For each trend, identify the direction of the trend as it applies to your nonprofit's environment. Is it increasing, decreasing, or staying about the same? In the comments column, include the sources you used, if any, to identify and analyze this trend. How reliable are these sources?

To prepare for the Trend Analysis discussion, consider: How important is this trend to your nonprofit? What do you think your nonprofit needs to do to address this trend?

Type of Trends	Direction of Trend	Description and Comments
Demands for or interest in for your programs/services	Needs/demands are <input type="checkbox"/> Increasing <input type="checkbox"/> Decreasing <input type="checkbox"/> Staying about the same	
Available funding for your programs/services	Funding is <input type="checkbox"/> Increasing <input type="checkbox"/> Decreasing <input type="checkbox"/> Staying about the same	
Other trends impacting your organization. Consider: <ul style="list-style-type: none"> ▪ HIV epidemic trends ▪ Changes in your service area/target population demographics ▪ Health care/public health environment 	Identified trends are <input type="checkbox"/> Increasing <input type="checkbox"/> Decreasing <input type="checkbox"/> Staying about the same	