

Nonprofit Needs Assessment Worksheet

Check any of the following that your organization could use additional support/expertise:

Administrative Support

- Data Entry
- Material Prep
- Mailings
- Thank you cards
- Organization/
Inventory
- Other: _____
- Other: _____

Marketing & Communications

- Marketing campaigns
- Social Media
- Brand/Style Guide
- Storytelling
- Testimonials
- Newsletter
- Translation Services
- Other: _____
- Other: _____

Visual and Multimedia

- Photography
- Video Creation/Editing
- Graphics/Infographics
- Podcasts/ Webinars
- Other: _____
- Other: _____

Fundraising Support

- Sponsorship Outreach
- Gift Cards/Coupons
- Table Hosts
- Capital Campaign
- Donor Research
- Grant Writing
- Other: _____

Advocacy & Public

Awareness

- Advocacy Support
- Government Relations
- Speakers Bureau
- Media Outreach
- Media Kits
- Press Releases
- Other: _____
- Other: _____

Event Planning

- Gala Committee
- Auction Item
Procurement
- Decorations/Setup
- Registration
- Greeters
- Photo Booth
- Speakers/Performers
Recruitment
- VIP Assistance
- Event Volunteers
- Other: _____
- Other: _____

Building/Facilities

- Maintenance/Repairs
- Painting
- Gardening/
Landscaping
- Security (Cameras,
Locks, Keys)
- Renovations
- Pest Control
- Signage
- Furniture Assembly
- Other: _____

Technology Support

- IT and Technical
Support
- IT Troubleshooting
- Computer/Technology
Setup
- Event Tech Support
- CRM/DMS (Donor
Management System)
Support
- Website
- SEO/Google Grant
- Project Management
(Monday.com, Asana)
- Data Analytics and
Impact Measurement
Tools (Tableau, etc.)
- LMS (Learning
Management System)
- Survey Tools
- Mobile App
- AI/ChatBots
- Virtual Reality (VR)
and Augmented
Reality (AR)
- E-commerce
Platforms (Shopify)
- Other: _____
- Other: _____

Additional Support

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Engagement Opportunities Worksheet

List some ways you can engage your staff & program team in donor engagement:

List some ways the following groups can connect with your organization/mission:

Individuals

Groups

Families

Community