

# COMMUNITY NEEDS ASSESSMENT

Ensure Your Community's Latest Needs Drive Your Strategy

## Why partner with us?

- **Engage the right people.** We help you identify who to include in your assessment and choose the most effective ways to connect with them.
- **Turn data into clear direction.** Understand what the data says and what it means for your organization and community's future.
- **Develop an optimal action plan.** We'll help you create a next steps action plan to move the work forward.



## Our customized approach:

- Includes the most current innovative resources and tools
- Incorporates leading best practices for nonprofits



## Steps in the process include:

- **Existing Data Review**  
Identifying opportunities by reviewing reports and trends from existing studies.
- **Online Surveys**  
Casting a wide net to gather information by leveraging distribution partners in the community.
- **Community Focus Groups**  
Identifying and gathering with targeted groups of community members to listen for, clarify, and validate top needs and interests.
- **Community Leader Forum**  
Gathering local leaders and partners to discuss trends and needs while communicating and strengthening your organization's role in the community.
- **Asset Mapping**  
Identifying key existing community resources and capabilities.
- **1:1 Interviews**  
Providing support to staff and volunteers to conduct personal interviews that get detailed, honest feedback.

## Ready to build strategy?

Explore how DBD Group can help you identify community insights that drive real results. Contact us at:

**INFO@DBD.GROUP**  
**WWW.DBD.GROUP/CONTACT**

## WHY IT MATTERS

Communities constantly evolve and change, and so do their needs. Regular needs assessment helps organizations adapt and respond effectively, keeping your mission aligned with current priorities and maximizing your impact and future growth.