

## 5 W's Activity: Focus

1. **Who is your target? Describe the type of person or group of people you are targeting. Who are potential or existing partners? Who are your funders?**
2. **Describe the WHAT of your program design. What will you do? What will you need participant to do?**
3. **Describe the "WHEN" details of your program. Is it seasonal? What time of day/week/month? After school, am/pm, etc.?**
4. **Where will you program activities take place?**
5. **Why? Why do you have the program? Why did you choose the design you chose? Why is your program effective/impactful?**
6. **How? Describe and answer the "How" questions related to your program. How will you staff the activities? How will you raise funds or pay for the activities? How will you assess the community? How will you reach out to partners?**