

Target Group Checklist

The following checklist is intended to assist individuals to better define their target group. It is important to identify the correct group who will be monitored or surveyed to provide outcome data. If the incorrect group is targeted, then your service may miss identifying the intended community changes your service hopes to achieve.

1. Which best describes your organization? Does your service provide direct services to people to produce change, or does your service subcontract with other service providers to produce change? (Choose One)

- Direct Services
- Indirect Services (sub contracted organizations or individuals will produce change)
- Both Direct and Indirect Services

Direct Services: WHO is your DIRECT Target Group? Who in the Community are you trying to Benefit? Describe one of...

- Who is the population, and of these people whom are you serving?
- Who is the sample from the population? (target group)
- Who will you approach to measure?
- Can you find or identify a list of people to ask about the benefit of your program?

Indirect Services: WHO is your INDIRECT Target Group? Who in the Community will the subcontractors Benefit? Describe one of...

- Who is the population, and of these people whom are your subcontractors serving?
- Who is the sample from the population? (target group)
- Who will your subcontractors approach to measure?
- Can your subcontractors identify a list of people to ask about the benefit of your program?

2. Who is not your target group:

a. Who will do the Work or Activities?

- Staff?
- Volunteers?
- People you supervise?
- Contractors?
- Organizations?

b. Who will act as your organization's representative?

- Staff?
- Volunteers?
- People you supervise?
- Contractors?
- Organizations

Hint: Check your wording when defining outcome and activity statements. When you describe what these groups do, are they Activities, Inputs, or Outputs? For example, if you hear...

- | | | |
|--------------------------|-----------------------|-------------------|
| • Action Words and Verbs | • "Provide Resources" | • Job Description |
| • "Teach" | • "Provide Support" | • Work Plan |
| | • "Identify Needs" | |

...then it's very likely an Activity. The groups providing organizational activities are not your target group.

3. Who is the population with whom your service will ultimately produce change?

Describe: _____

Hint: This is not necessarily the people you directly "work with;" it is not your staff, subcontractors, or the individuals who will act as the agents or representatives of your organization.