**Take Stock – Internal Situation**

* What are your current funding sources?
* What type of funding do you primarily rely on? How likely is that source to continue?
* How much money do you want to raise?

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**Identify Strengths**

* What programs and areas of expertise are strongest in your county?
* What is your niche?
  + What unique/outstanding resources do you have in your county (e.g., partnerships, office space, professional networks, etc.)?
  + What do you offer that other organizations in the community do not offer? What are you known for?

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**Identify Challenges**

* What are the factors that make it difficult for you to grow funding?
  + What are the bottlenecks?
  + What are the special situations in your county that you have to work around?

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**Take stock – External Environment**

* What is there significant community demand for? What service gaps are there in your county?
* What organizations with resources are there in your county to seek funds from? Consider banks, grocery stores, utility companies, insurance companies, municipalities, rural electric cooperatives, civic organizations (e.g., Elks, Shriners), community foundations, etc.
* What potential partners are in your community? Consider public schools, colleges/universities, youth-serving organizations, correctional facilities, other non-profit organizations, etc.

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