## Define your issue and target audience

This worksheet helps you define the issue you are trying to address and your target audience, so you can plan your impact measurement.

## The issue

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| Key questions | Your response | Guidance |
| Who is affected? |  | How many people are affected by the issue? Who are they are? Are some groups more affected than others? Who is particularly vulnerable? |
| What is the scale and scope of the issue? |  | What type of issues do people face and how big are their problems? |
| What are the consequences of the issue? |  | What are the knock-on effects? |
| What are the causes of the issue? |  | What are the root causes of the issues that people face? |
| What are the barriers to change? |  | What gets in the way of improving the issue? What prevents people from coping with or changing their situation? |

## Target audience

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| Key questions | Your response | Guidance |
| Who are the target group you will work with? |  | Are you working directly with people affected by an issue (e.g. with young people), at a system level to influence the situation (e.g. with government), or are you working with intermediaries (e.g. with teachers)? |
| What are the characteristics, needs and strengths of your target group? |  | Define your target groups as clearly and specifically as you can. Think about their characteristics (e.g. where or in what context do they live?), their needs (e.g. how they are disadvantaged?) and their strengths (e.g. what assets or resources do they have?). |
| What are the inclusion and exclusion criteria for those you are going to work with? |  | It is not possible for a single organisation to serve populations with very varying needs equally well. Think about the criteria you use to define your target group. |