

## Worksheet 1: Trend Analysis

This discussion asks you to consider your nonprofit's **current** situation

Type of Trends	Direction of Trend	Comments/Rationale/Description
Social needs/ demands for your programs/services	Needs/demands are <input type="checkbox"/> Increasing <input type="checkbox"/> Decreasing <input type="checkbox"/> Staying about the same	
Economic trends	Economic indicators in the geographic area we serve are <input type="checkbox"/> Improving <input type="checkbox"/> Declining <input type="checkbox"/> Staying about the same	
Demographic trends	The population we serve is <input type="checkbox"/> Increasing <input type="checkbox"/> Decreasing <input type="checkbox"/> Staying about the same	
Available funding for your programs/services	Funding is <input type="checkbox"/> Increasing <input type="checkbox"/> Decreasing <input type="checkbox"/> Staying about the same	
Political or policy trends	The current political/policy environment is <input type="checkbox"/> Favorable <input type="checkbox"/> Unfavorable <input type="checkbox"/> Staying about the same	
Other trends impacting your organization		