

Needs Assessment Funnel Tool

The funnel tool will be used as a top down/bottom up method of identifying concerns in target populations by pinpointing commonalities in the perceived and actual needs of the population.

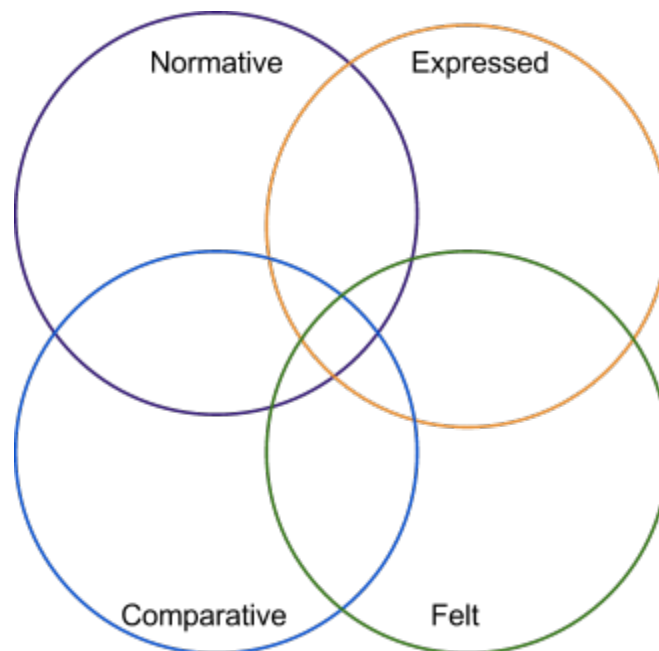
This tool should be used as a starting point for organizational conversation. There are many potential ways to augment this tool to more specifically target your organization, including but not limited to: assigning different weights to categories in Part 2, rationale for specific ratings, more specific definitions with each category specific to your circumstance.

Part 1

Each stakeholder identifies and submits their concerns, using the following four categories.

- **Normative needs** are defined by the observations of experts, professionals and consultants who implicitly or explicitly compare the current situation to a set of professional or expert standards.
- **Comparative needs** are defined by comparing the differences in people's access to resources.
- **Felt needs** are defined by the individual's or the community's own perception of need and any discrepancy between their situation and what they believe it ought to be.
- **Expressed needs** are defined as a felt need that has become a demand from an individual or a community.

Organization collects and collates stakeholder concerns and identifies overlap (commonalities) between the needs identified by stakeholders by filling in the below diagram. Once the diagram is filled out with all the collected concerns, the top concerns are then phrased as needs, and evaluated in Part 2.



Part 2

Summary: After identifying overlapping needs from Part 1, rate each potential need against the accepted criteria. Needs with the highest numerical point total are therefore most important and most feasible.

Expanded Instructions: After identifying the top collective concerns of stakeholders, each concern/need is then rated against an accepted criteria, customizable to an individual organization’s needs. The categories of criteria should be custom defined by the organization.

Each need should then be individually evaluated by how the need relates to each criteria. For example: Is Need 1 extremely well aligned with the mission or not? Is Need 1 feasible with the current resources?

Using the described system, rate each need based on a scale from 1 to 5, with 1 being extremely low level of feasibility and 5 being extremely high level of feasibility.

Score each need from 1 to 5, with 1 being extremely low and 5 being extremely high

Criteria:	Mission Alignment	External Resources	Internal Resources	Sustainable	Community Appropriateness	Total
Needs:						
Need 1						
Need 2						
Need 3						
Need 4						
Need 5						

Once the entire matrix has been filled out and each row totaled, the “total” column will offer a hierarchy of feasibility for the most important collective concerns of all stakeholders.