Is it really dead?

How to rescue programs for hard-to-reach communities.

What program have you tried that hasn't been successful? _____

What audience or community were you trying to reach? _____

> **List what you think the barriers are to people attending this program:**

Evaluate six areas of the program. Check off what you think might be "broken."

Logistics

- Day
- Time
- Location
- Transportation to the program

Marketing

- Do the title and description reduce barriers, or create them?
- Is it marketed in the correct venues?
- Is it targeted correctly?
- How is this community successfully marketed to by other services?

Content

- Why was this program created?
- Did the idea spring from the community, or was it top-down?
- Does it support the actual needs and desires of the community, or do you merely assume it does?
- Transportation to the program

Staffing

- **Is the presenter the right fit?**

- **Are they personable, do they connect easily with others?**

- **Do they have any behavior that might be turning people off?**

Internal Support

- **Do you feel adequately supported by the departments and people that make programs happen?**

Community Support

- **Do you have community partners for this program?**

- **Are they the right community partners?**

- **Are the relevant community partners aware of this program, and able to help you spread the word?**

Look at your notes, and get a bird's eye view of all the things that would need fixin' for this program to succeed. Consider that even if you try to fix it all, you may still not be successful (review the barriers you listed).

Are you going to attempt a rescue, or say goodbye?

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