Needs Statement Worksheet

A persuasive needs statement sets the stage for your grant proposal's success. To craft a compelling needs statement, first capture the reader's interest, and then provide context, support your claims with data and stories, and emphasize the consequences of inaction. Finally, present your grant project as a vital solution to the need, providing a clear transition to the next section of the proposal, where you outline project goals and strategies. Remember that flexibility is key, and you may need to adjust the needs statement based on the funder and the specific grant requirements.

Needs Statement

Engage with Narrative (Write a compelling narrative to grab the reader's attention and provide context.)

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Define the Need (Clearly define the specific challenge and primary audience, setting the foundation for understanding the problem.)

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Use Data-Driven Storytelling (Blend credible data and statistics to emphasize the severity of the issue and include personal anecdotes to make it relatable.)

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Highlight Consequences (Describe the potential negative effects on the beneficiaries if the problem isn't addressed to illustrate the urgency of the issue.)

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Justify the Necessity (Show that the grant project is a vital solution to the need, providing a clear transition to the next section of the proposal, where you outline project goals and strategies.)

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