



## Four Methods...

1. *Demographic analyses*
2. *Client surveys*
3. *Focus groups*
4. *Structured interviews*

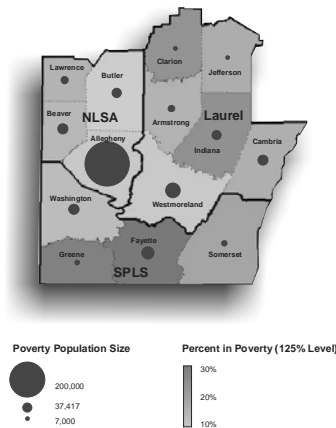
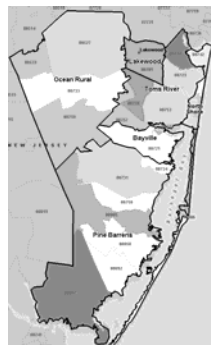
## And the Vital Ingredient:

5. **Action on results:** *Creating strategic initiatives for meeting needs and growing capacity*

### 1. **Demographic analysis:**

*Describe the target population...*

- ◆ *Who are they?*
- ◆ *How many?*
- ◆ *Where are they?*
- ◆ *How are they changing?*



## 2. Client surveys:

*Ask the customer...*

- ◆ *By mail*
- ◆ *By phone*
- ◆ *In-person (at malls...  
Laundromats...)*



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## 3. **Focus groups:** *Sharpen the picture... Do a reality check... Test the solutions with...*

- ◆ *Current clients*
- ◆ *Other low-income people*
- ◆ *Other service providers*
- ◆ *Potential partners*



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#### 4. Structured Interviews:

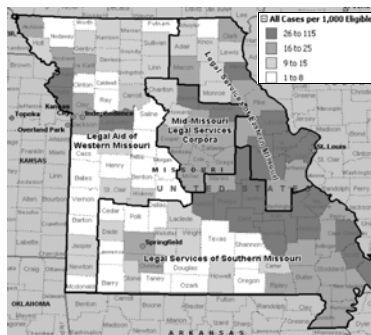
*Get stakeholders' perspectives... Strengthen relationships... Generate interest... Invite collaboration from...*

- ◆ *Advocates*
- ◆ *Courts*
- ◆ *Community leaders*



### *The Vital Ingredient:* **Strategic Action to Address Needs**

1. **Self assessment:**
  - ◆ *Are our services aligned with needs?*
  - ◆ *Are we delivering equal access?*
  - ◆ *Are we using effective methods?*
2. **Program development**
  - ◆ *Strategic planning*
  - ◆ *New projects and programs... Best practices...*
3. **Resource development**
  - ◆ *Telling a compelling story about needs*
  - ◆ *Linking with investors and partners*
  - ◆ *Marketing your track record of success*



## Resources

- ◆ NLADA SPAN Document Library,  
Collection of State Legal Needs Studies  
Search on "Legal Needs"
- ◆ The Resource for Great Programs:  
[www.GreatPrograms.org](http://www.GreatPrograms.org)