



# Worksheet: Meeting the Needs of Your Community

AFI grantees are encouraged to tailor strategies and services to the needs of the people they serve and the opportunities in their community. This worksheet can be used to identify and reduce barriers to AFI project participation facing groups in your community.

Community Group: \_\_\_\_\_

	Challenges	Potential Solutions
<p>What outreach messages may resonate with potential participants? What would make an outreach message accessible?</p> <ul style="list-style-type: none"> <li>• Are your messages in the language(s) potential participants understand?</li> <li>• Are your messages written so that they are easy to read?</li> <li>• Are your messages in places that potential participants will see them? Are you using a variety of channels for outreach?</li> <li>• Can you partner with a trusted source to lend their credibility to your messages?</li> </ul>		
<p>What challenges may potential participants face during project enrollment?</p> <ul style="list-style-type: none"> <li>• Do potential participants have easy access to the documents your project requires for enrollment? (E.g. paystubs, bank statements)</li> <li>• Are enrollment forms overwhelming?</li> <li>• Can potential participants access help easily during the enrollment process?</li> </ul>		
<p>What challenges may participants face during IDA opening?</p> <ul style="list-style-type: none"> <li>• Are your financial institution partners familiar with the needs of the community?</li> <li>• Are your financial institution partners' locations physically accessible?</li> <li>• Do your financial institution partners have staff that speak languages other than English?</li> <li>• Are your financial institution partners welcoming?</li> </ul>		



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<p>What services can my organization offer to support participants' financial well-being?</p> <ul style="list-style-type: none"> <li>• Would financial coaching, credit-building services, credit/debt counseling, and/or assistance with tax credits and tax preparation support participants from this community group? [See <a href="#">About Financial Capability Services</a> for more information.]</li> <li>• Are there other supportive services that would benefit participants?</li> </ul>		
<p>What challenges may participants face during financial education and/or asset specific training, if required by the project?</p> <ul style="list-style-type: none"> <li>• Are there a variety of training options to meet the needs of participants? For example, on-line and in-person options; various days and times; and curricula options for particular goals.</li> <li>• Is the training physically accessible?</li> <li>• Are the training materials engaging and relevant?</li> </ul>		
<p>What challenges may participants face while purchasing their asset?</p> <ul style="list-style-type: none"> <li>• Are home, business, or education loans accessible to participants?</li> <li>• Are other programs (scholarships, down payment assistance) available to participants?</li> </ul>		



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What partnerships does my organization need to build to better serve participants from this community group?		
Are there rules, laws, or programs and services my organization needs to learn more about in order to serve this community group? (For example, financial aid, disability, and workforce development.) <ul style="list-style-type: none"><li>• Do we understand how purchasing an asset will interact with other social services?</li><li>• Do we understand how our supportive services will interact with other social services?</li></ul>		
What tools, resources, and curricula exist that are tailored to this community group?		