Grey
& ASSOCIATES

THE SIGNATURE PROGRAM WORKSHEET



Define each program once, so your board, your grant writer, and your website finally say the same thing.

RULE OF THUMB:
Two to four signature programs. Each one gets this page. If you can't complete every box, you may have an event, not a program, and that's useful to know before a funder figures it out.

01 PROGRAM NAME

The one name it goes by everywhere. No aliases.

02 WHO IT SERVES

One defined population. Age range, situation, or community. This does not change per funder.

03 WHAT IT DOES

The delivery model in one sentence: how often, how long, in what format.

04 WHAT CHANGES

The outcome for a participant who completes it. If you can't name the change, it's an event.

05 THE ELEVATOR DESCRIPTION

Two to three sentences combining boxes 2–4. This is what your board memorizes and your website publishes.

06 EVENTS THAT LIVE UNDER THIS PROGRAM

Game nights, dinners, showcases. Events belong to programs; they don't stand beside them.

07 RUNS EVERY YEAR BECAUSE...

Name the funding-independent reason this continues. If it only exists because of one grant, it's a project.