**Identify and Articulate Benefits to Stakeholders…a brief review**

What is it?

* Examine each of your programs in terms of specific benefits. Presumably your programs have many benefits; otherwise you wouldn't take the time to develop them.
* Benefits might be higher profit, better health, fun and pleasure, mental stimulation -- improvement of some facet of life are benefits.

Why is it important?

* People who participate in our programs make an investment of time, money, or may be a psychological commitment to an idea or method.
* It is important to let them know how your program will benefit them. Identify how your program addresses collaborator/partner goals.
* People want to know WHAT the program will do for them -- WHY, WHEN, and HOW it will make a difference in their lives.

How do I do it?

* **Be specific about what program participants will gain from your program.**

*Example One:*

* You say your program will increase people’s financial well-being.
* HOW?
* Will it increase their business cash flow, demonstrate how they can cut down on fuel costs, or feed their families for less?

*Example 2:*

* You say your program will ease the problems of aging.
* HOW?
* Will it provide information about Social Security and Medicare, teach people how to organize a senior citizen’s club, teach elders how to improve their quality of life by eating healthy and increasing physical activities?

