

# UNDERSTANDING Your Community

BUILDING CONNECTION. CREATING IMPACT.

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## 1. WHO ARE WE SERVING?

**Why it matters:** Without clarity about who you are serving, ministry efforts can become broad but ineffective. Understanding your community helps you tailor your approach.

**Example:** Are you primarily serving older adults, young families, or a mix? Each group has different needs, schedules, and ways of engaging.

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## 2. WHAT ARE THE REAL NEEDS?

**Why it matters:** Assumed needs are not always actual needs. Listening reveals what people are truly experiencing.

**Example:** A church may assume transportation is the biggest issue, while the community is actually struggling more with food access or childcare.

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## 3. WHAT ARE WE ASSUMING?

**Why it matters:** Assumptions can lead to misaligned programs and missed opportunities. Taking time to examine our perspectives helps uncover blind spots.

**Example:** Assuming people are not attending because of lack of interest, when in reality work schedules or caregiving responsibilities are barriers.

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## 4. WHERE ARE THE GAPS?

**Why it matters:** Identifying gaps helps you see what is missing, not just what is present. This creates opportunities for meaningful impact.

**Example:** You may have strong youth programming but little support for caregivers or seniors, revealing an area for development.