

# Issue Area Selection



To have the greatest impact possible, you must be specific about your social change intentions. If you set goals that are too broad, it will be impossible to have a measurable and meaningful impact. This process is difficult, so you must take your time determining the scope of your resources and developing a realistic scope of change to create with those resources. Once you have selected a specific issue area, it will be much easier to do research and make an effective gift on #GivingTuesday.

The process of identifying your issue area entails balancing your interests with a clear public need. The questions and exercise below will allow you to identify the issue area you will focus on for #GivingTuesday and guide your future philanthropic endeavors.

## reflect on your interests

What positive social change do you hope to create over the course of your lifetime?

Are there certain populations you want to help, places you want to improve or problems you want to solve?

Does this passion stem from a concern, an intellectual interest, an emotional response, a religious impetus or a personal connection?



What do you want to focus on—immediate needs, solving problems by addressing root causes, policy change, service provision, capacity building or training and leadership development?

### identify the public need

What are the greatest needs of the individuals and places you hope to help? Find the statistics on what plagues the populations or communities you wish to target.

Who are the major funders in this field? Is this cause underfunded relative to others?

Are there programs or services in this field that are working? What does the research suggest? What programs are evidence-based?



## determine your issue area

Find your sweet spot. Where does your greatest personal passion intersect with social or environmental needs? How far will your dollars go? Remember, philanthropy is an expression of personal interests, values and resources, and you are free to choose whatever core public needs make your heart soar! Write the issue area you will focus on for #GivingTuesday below—remember, the more specific you are the greater understanding you will have of your success (or lack thereof).

## narrow your issue area

The more specific our issue is, the more measurable and meaningful our impact will be—to each of us and the organizations we will support on #GivingTuesday.

A focused issue area includes a clear and specific **need**, **target population** and **geography**.

**College dropout rates** among **low-income and first-generation college students** in **New York City**.

**college dropout rates**

### **Need**

The societal problem we seek to solve

**low-income and first-generation college students**

### **Target Population**

The people we seek to directly support

**New York City**

### **Geography**

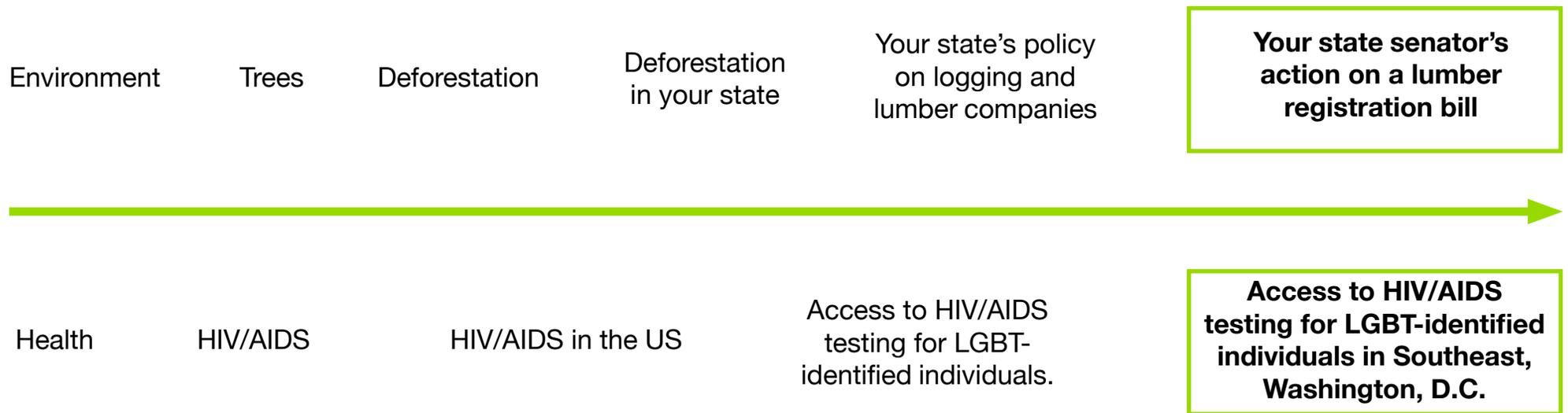
The specific location of the people we seek to support





Use your research and your passion to carefully refine your issue area. Think about location, different approaches and segments of the population to help you narrow it down. Use the examples below as a guide. Write your issue area in the box below.

## examples



## share your story

Once you have selected the issue area you will focus on for #GivingTuesday, celebrate it by tweeting about it, making it part of your Facebook status, sending an article about it to your friends or using other ways to celebrate your commitment to this issue and build awareness of it! Use the hashtags #GivingTuesday, #LAAF and #MyIssueArea.

