



writing for *green*

What's the Problem Part 2 -
Backing up your assertions; testing your skills

Today's Objectives

By the end of the session, you will...

- **Know how to obtain pieces of evidence for a needs statement**
- **Understand the difference between primary and secondary sources**
- **Learn common methods of citing sources**
- **Know when citing sources may not be possible**
- **Feel able to powerfully articulate why your organization's project is needed**

Today's Agenda



Group Brainstorm and Statement of Need Tips and Tricks



Helpful Resources from Previous Sessions



Writing Exercise and Peer Review

What Questions Do You Ask Before Drafting a Statement of Need?

- How much context should I provide for reader to *really* understand the problem?
 - Who is my audience?
 - Why **now**?! Linkage to time-hook
 - How does this relate to current events?
 - Who am I talking to? How are they related to the issue?
 - How much information do they already know (are you writing to subject matter experts (SME)?
- What solutions can I bring to my problem (which you are going to write about later in proposal)
- Does the information you provide in the statement of need align with your solution?
- What is opportunity cost of not addressing the problem?
 - Is this information that the reader should be aware of? Will it inform their evaluation of your proposal?

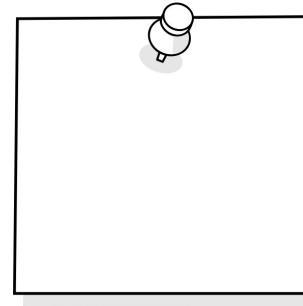
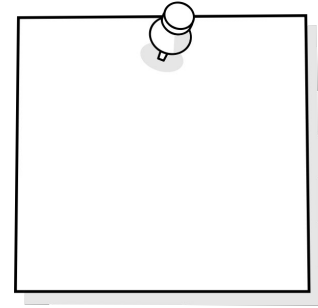
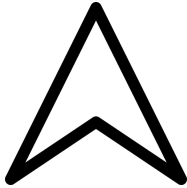
What data should I include?

- Story? Data? Quote from expert?
- Depends on your audience... also depends on the project you are proposing

Tips and Tricks

Learn some effective tips and tricks for writing a Statement of Need.

[Tips and Tricks Sheet](#)



Questions to Help You Determine Key Data/Evidence



- Describe the community.
 - Who is affected?
- Is the problem systemic in nature with a long history?
 - Are there studies and reports?
- Is this a new problem?
 - Is it getting worse and is there evidence?
- Does the problem affect individuals' quality of life?
 - Why should we care and is there evidence?
- Does the problem harm individuals and the community?
 - Describe the distinctions between the two.



Helpful Links from Previous Sessions



Types/Hierarchy of Evidence

[Access Detailed Handout](#)

Citation Examples

[Sample “Works Cited”
Document](#)

Writing Exercise

Craft your own Statement of Need and then work with a partner to review each other's drafts.



You and your partner should consider the following when looking at each others' work:

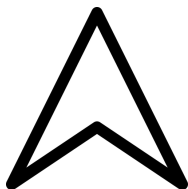
- Is the problem described well?
- Is the description moving/emotive?
- Is the target demographic clear?
- Are there facts to back up the statement assertions?
- Are facts of high quality and relevant?
- Which assertions need more evidence?
- Where would evidence citations be necessary?

What to Expect Next!

Session Assignment: Continue working on your Statement of Need.

Thank you for joining us today! Before moving onto the next session, let us know what you enjoyed about today and what we can improve for the future.

[Post-session Survey](#)



Session Handouts:

- [Tips and Tricks for Writing a Statement of Need](#)

