



Watertown Area United Way

**Presentation Template.** *Allocations Interview dates are being scheduled and you will receive an email with those dates as soon as United Way has them secured. Once you receive those dates, we ask that you please keep them available for your agency interview. You will be notified of a specific interview time once all applications are received.*

## **Presentation Template for Allocation Interview**

Try to keep your presentation to 5 minutes or less so that the Allocations Committee Members have time to ask questions specifically about your presentation, application, or related issues.

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1. **The statement of need** (the 'problem statement') – who are the intended recipients of services/participants in the program? Consider geography, income levels, age limits, and other relevant demographics.
2. **The particulars** of the service or activity – describe/define the program itself.
3. **The intended outcome(s)** of the program. Outcome is the specific, measurable change or benefit that the program is intended to accomplish. An outcome has three parts:
  - a. **The intended benefit**
  - b. **The criteria for success**
  - c. **The indicator for success**

Example: "The smoking cessation counseling program will reduce the rate of teenage cigarette smoking in the high school population of City A by twenty percent, as determined by a self-report student survey."

- Intended benefit: reducing the rate of teenage smoking
- Intended recipients/participants: the high school population of City A
- Criterion: twenty percent
- Measure/indicator: student self-report survey

4. **The budget for the program**, including its unit cost from your application and the amount requested from the Watertown Area United Way.
5. **Be prepared to answer questions about the agency.**