

Strategic Planning – Focus Groups

Checklist

1. Define the reason you are inviting people to your focus group.
2. Brainstorm a list of people to invite. (see “*Target Participants*” worksheet)
3. Choose how many focus groups to have. You’ll want to target 7 people per focus group, plan on inviting double that number to ensure your goal.
3. Choose location and time; arrange for a facilitator/note-taker. Develop outline of questions with the facilitator.
4. Prepare and send the invitation. (letter/email followed up by phone call)
7. Call to confirm the day before. Prepare a sign-in sheet. Arrange for food.
8. Start on time.
8. Begin by repeating the invitation and thanking them for their time.
9. Ask everyone to introduce themselves by telling their name and how long they have lived in your community.
10. Facilitator begins.
11. Listen carefully; take notes.
12. Facilitator may use follow-up questions based on what the participants say.
13. Thank participants, tell them what to expect next from the board.