**Programs, Products & Services**

Using this document, we’ll prepare your programs, products and services for presentation! Here, you’ll want to also make sure your programs, products and services are truly aligned with your mission and program areas.

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**Step 1: Recall Your Mission Statement**

Example:

Our mission is to end and prevent and homelessness for individuals and families in Bluegrass by providing housing services, coordinating income programs, providing mental health care, and advocating for systemic change.

**Step 2: Recall Your Program Areas**

Example:

* Housing Services
* Income Services
* Mental Health Services
* Advocacy

**Step 3: Describe Each of Your Programs, Products or Services**

Here, you’ll want to provide enough detail so that all board, staff, volunteers, customers, clients, donors, investors and community partners can fully understand how your programs, products or services work. Some questions you might consider as you describe your programs, products or services include:

* Who is it for?
* What are the benefits or outcomes?
* How does it work?
* How does someone enroll, purchase or connect?
* How much does it cost?

Example:

**Emergency Homeless Shelter**

The KYB Center provides emergency homeless shelter services for individuals and families in crisis. Residents can call (111) 222-3333 or show up at 4565 Street Drive between the hours of 8a-8p Monday-Sunday. Upon arrival, our Intake Coordinator or volunteers will complete an assessment and provide a new resident orientation, which includes our policies and rules. New residents are immediately also enrolled in our 6-week crisis counseling and employment services programs. Our goal is to empower our residents to achieve mental health support and stabilization, as well as income security within 6 weeks. Once complete, most residents are able to secure their own housing within 4 weeks. This program is provided at no cost to residents by a grant from the State of Kentucky.

[Begin Programs, Products & Services Descriptions Here. Please use as much space as you need.]

**Step 4: Align With Your Program Areas**

Once your descriptions are completed, realign them with your program areas as needed to make sure they’re correct.

**Step 5: Complete and Save!**

We’ll be adding these to your Operations Manual!