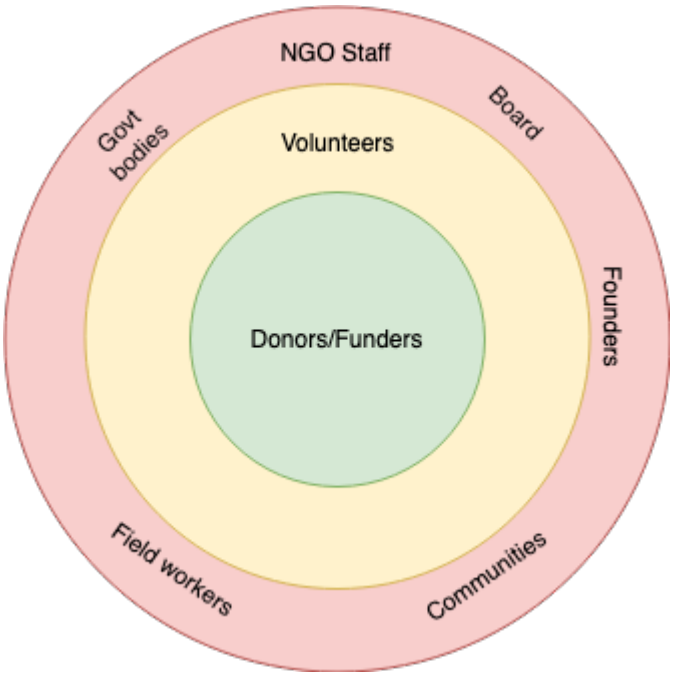
Needs Mapping

Let us pick two of the primary stakeholders.

From this list that most of you have shared, two stand out: volunteers and funders/donors



Let's look at volunteers. What information do you think they need from a website?

- **how to volunteer**
- **information about programmes**
- **what is the impact of the programme**
- **getting in touch for more information**

Now let's do the same exercise with funders/donors.

What is the information that they need from an organisation's website?

- **programmes**
- **impact**
- **details of the team**

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