

Problem Statement: External	
<p><b>What</b> is the problem?  <b>What's at stake?</b> (Make sure your problem does not include the solution.)</p> <p><b>List the causes of the problem.</b></p>	<p><b>What: Problem Statement:</b> (ex. University students are graduating with no real understanding of civics or government)</p> <p><b>Causes:</b> (Civics is no longer taught/required, students aren't interested, government courses are dull)</p>
<p><b>Who</b> is impacted by the problem? <b>Who</b> are the stakeholders for this problem?  (List all people &amp; organizations impacted by the problem.)</p>	<p><b>Who?</b> (ex., Students, local governments, candidates, citizens/tax payers, etc.)</p>
<p><b>Why/How</b> are the stakeholders impacted by the problem?</p>	<p><b>Why/How?</b> (Students less likely to vote or understand role of govt., local governments can't engage next generation, candidates can't reach youth, etc.)</p>

Opportunity Statement	
<p><b>What is the Opportunity for the League?</b>          (Write a brief Opportunity Statement and then explain what the opportunity will offer to the organization. Will it conform to the mission of the organization?)</p>	<p><b>Opportunity Statement:</b> (ex., The League of Women Voters has the opportunity to engage youth through governance education programs and materials.)</p> <p><b>What is the opportunity?</b> (ex., Supports our mission, engage and educate youth through League program, gain new members/next generation of informed leaders, etc.)</p>
<p><b>Who will benefit from the opportunity?</b>          (Those who are impacted by the problem should be the opportunity stakeholders.)</p>	<p><b>Who?</b> (League membership, college students/graduates, local government, candidates, etc.)</p>
<p><b>Why/How will they benefit from the opportunity?</b></p>	<p><b>Why/How?</b> (ex., League increases/engages membership and increase voter participation, students get involved/become better citizens, local govt. gains more active youth participants, candidates engage youth, etc.)</p>

Identifying Assumptions	
Assumptions (What assumptions are included in your opportunity statement?)	Test (How will you test those assumptions?)
1) (ex., Students aren't interested, government is dull, etc.)	(ex. Research causes of problem - confirm problem assumptions.)
2) (ex., League can engage youth w/ programs & materials)	(ex., Research youth interests, how they learn, their concerns, etc. Can League match youth needs? )
3)	
4)	

<b>Assumptions</b> (What assumptions are included in your opportunity statement?)	<b>Test</b> (How will you test those assumptions?)
5)	
6)	
7)	
8)	