# Program Purpose Statement Template

## 1. PROGRAM TITLE

Enter the official name of the program:

## 2. PROGRAM DESCRIPTION

Briefly describe the program and its primary focus:

## 3. STATEMENT OF NEED

Why is this program necessary? What problem(s) does it address?

## 4. PROGRAM GOALS

State the overall goals you intend to accomplish:

## 5. TARGET AUDIENCE

Who will benefit from or participate in the program?

## 6. EXPECTED OUTCOMES

What outcomes do you anticipate as a result of this program?

## 7. ALIGNMENT WITH ORGANIZATIONAL MISSION

How does the program relate to the mission and strategic priorities of your organization?