International Development Innovation Network

IDIN Targeting Checklist	
Definition of Target Groups	1) Do we have a clear and precise **definition** of who our target population is? 2) Is this definition is **agreed upon** and **shared** by all members of our organization? 3) Have we clearly **documented** that definition? 4) Do we have a clear **rationale** or theory of change behind targeting that group?
Outreach Strategy	1) Have we developed clear **communication strategies** to reach our target group? 2) Are these communication strategies **appropriate** and **aligned** with the context of our target group? 3) Do we have strong working **relationships** with important points of contact in the community? 4) Is it easy for community members to **reach out** to us?
Selection Process	1) Do we have well-defined **criteria** in place to select candidates for our programs? 2) Do these selection criteria clearly **align** with our defined target group? 3) Is there any type of "gatekeeping" infrastructure to **enforce** our selection criteria? 4) Is there a formal and competitive **selection process** in place? (if applicable)
Tracking System	1) Do we have a **data collection** system to track program participants? 2) Do we have a **data storage** system to track program participants? 3) Do we have well-defined **indicators** to measure successful targeting? (i.e. % women, average age, skill mix, retention)
Follow-Up	1) Do we have a clearly outlined system in place to **follow up** with participants after a program ends? 2) Do we have a clear rationale and **goal** for this follow-up? 3) Have we allocated specific **staff time** and **resources** for follow-up?
Reflection	1) Do we have a clear idea of our own targeting **performance**, **achievements** and **challenges**? 2) Have we set **goals** to improve our targeting performance? 3) Do we regularly compare our targeting **results** with our targeting goals? 4) Do we have a **feedback loop** in place to examine and respond to these results? 5) Have we taken concrete steps to **improve** targeting performance?