Sustainability
Sustainability

- What does it mean to sustain something?
Sustainability

Definition

• When we aim to sustain our work, we try to assure that it will be supported and kept up long enough to meet the community’s goals.
Sustainability

- It’s not just the sustainability of the organization, however. But the sustainability of the work that the community needs to get accomplished over the long haul. This is an important distinction.
Sustainability

- In fact, those organizations that see sustainability as being bigger than just them are the ones who will have the fewest worries about their survival.
Planning for Sustainability

• Planning for sustainability involves outlining where you hope to be and how you intend to get there.

• Before you can begin planning for sustainability, your organization needs to ask itself some questions.
Planning for Sustainability

• What is the nature of our initiative or organization?
• What are our goals?
• What has our group done or accomplished?
• What publicity has our effort received?
Planning for Sustainability

- How is our organization structured and governed?
- Does our effort have sufficient staffing?
- Is our budget sufficient to cover expected costs, now and in the future?
- What are some obstacles we may encounter?
- How do we get around them?
The Sustainability Plan
Six Steps of Sustainability Planning

Step One: Identify What Needs To Be Sustained

• What outcomes does the coalition want to sustain over time?
• What strategies does the coalition need to sustain to achieve their outcomes?
• What parts of the coalition itself will need to be sustained using outside resources?
Step Two: Identify What Resources Are Required

- Identify what resources (cash, talent, technology, space, training) the coalition believes will be needed to sustain the strategies and outcomes over time.
Six Steps of Sustainability
Planning

Step Three: Create Case Statements

- What is a case statement?
  - Case statements build a foundation for sustainability. They provide a rationale for your fundraising and grant-seeking activities.
  - They communicate the organization’s values, purpose, and mission.
Six Steps of Sustainability Planning

Case Statements (Continued)

• Present the case for current activities/programs.
• Demonstrate how your organization will impact the community.
• Show how new programs will benefit people and society.
Six Steps of Sustainability Planning

• Your case, like a story, should have a beginning, middle, and end. The beginning presents the problem/solution with evidence and the end is the call to action, where you shift responsibility to the donors’ shoulders. Your case statement should:
Six Steps of Sustainability Planning

- Grab attention
- Build interest
- Stimulate desire
- Make a call to action
Six Steps of Sustainability Planning

• The elements of a case statement include:
  • The title (titles are critical, e.g., “Gone With the Wind.”)
  • A “grab” for the reader in the first few paragraphs.
  • The irrefutable case. Here is the need for urgency.
  • Your unique position. Describe how the organization is positioned to meet the need head on. It must burn itself into the minds and hearts of the readers.
Six Steps of Sustainability Planning

- The elements of a case statement also include:
  - A description of the organization, its mission, and its history.
  - A sense of urgency. This reminds the reader of how pressing the need is and how it must be dealt with immediately.
  - Making it happen. This describes what will be required financially to meet the need.
  - The benediction. This provides the closing and final blessing to the program. The theme is employed again for emphasis.
Six Steps of Sustainability Planning

Step Four: Determine Funding Strategies

• Describe how the coalition plans to provide or develop needed resources to fund identified strategies.

SHARE
CHARGE
ASK
EARN
SHARE

- What resources can your organization share with others (staff, equipment, office/meeting space...?)
CHARGE

- “Fee for service” resources like collecting part of the money received from underage drinking fines to be put back into the community prevention efforts.
- Becoming a line item in the local budget
- Membership dues
Ask

• What sources can you go to for donations or support (hospital, community foundation, grants, business community…). This may not always be an “ask” in the form of a financial contribution. In kind can be an ask as well!
Earn

• What products/services does your organization offer that you could charge for (participant fees, registrations, training...).
Six Steps of Sustainability Planning

Step Five: Identify Potential Partners

- Of the partners currently working with your coalition, who has been identified as being able to take on aspects of the coalition’s work after DFCSP funding is no longer available? (This could include financial partnering, as well as in-kind).
Six Steps of Sustainability Planning

Step Six: Your Action Plan

• Describe what will be done to contact potential donors, funders, etc., and when each task will be accomplished.

• Who needs to know about this effort and how will it be communicated?

• Describe your communications strategy.
Fundraising Strategies

- General Operating
- Capital Needs
- Business
- Foundations
- Government
- Face to Face
- Internet
- Telephone
- Written
- Donors
- Endowment
- Volunteers
- Staff
- Coalition members
Sustainability

For more information on sustainability:

See Module 16 Sustaining the Work or Initiative by the Work Group for Community Health and Development

The University of Kansas 2005

Sustainability Primer: Fostering Long Term Change to Create Drug Free Communities

More keys to sustainability

- Leadership
- Strength (partner organizations and private sector)
- Involvement of community leaders
- Diversified funding base
- In kind support
- Produce tangible results
- Solve problems the community cares about
- “Value added” to community effort
Activity

- Create a case statement
THANK YOU!

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