

# Sustainability Planning

## Fuel for your Plan

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### **Have a consistent message.**

- What is the main purpose of our organization? What is our mission? What is our vision?

### **Remain aware of community needs to maximize impact.**

Community needs are dynamic. Knowing them and connecting your message to the community needs will drive outside support.

- What are the community's needs? How well does our mission align with those needs? (Community Asset Mapping, from multiple perspectives)

### **Define your purpose to maximize effectiveness.**

This is the purpose of specific offerings or components of the program. Having concrete results shows the importance of supporting programs financially.

- What are we trying to accomplish by maintaining our programs or services?

### **Assess supply & demand.**

Don't wait for the supply to outpace the demand. What sets you apart from other programs, agencies, offerings? How are people changed by your program (youth, staff, communities?)

- What gap do we fill in services?

### **Understand your relationship to regional communities.**

This can engage volunteers and recruit long-term staff. The better your value statement aligns your mission and vision with the community interest and needs, the more likely you are to get interested people and or money.

- How do we see ourselves, our role, and our relationship to the community we serve?

### **Assess staffing needs & support.**

Paint a clear picture of what you want and what you need: qualities, characteristics, skills, passions, outcomes they can help deliver, (#s only for yth/adult ratio), prof dev you provide.

- How many and what kinds of people, with what skills, do we need to run our programs and services?

### **Co-Creation not just collaboration.**

- How should we make our best contribution to the social service provider network? What organizations should we co-create or partner with directly in order to maximize the impact we have on the community?

## **BUILD YOUR CASE FOR SUPPORT**

Step 1: Identify and define the problems addressed by your organization.

Step 2: Explain your purpose and your solution to the problem.

Step 3: Share your vision for the future.

Step 4: Define the support needed to accomplish the vision.

Step 5: Ask for and encourage that support.

Step 6: Present your case. Use an active voice in your verbiage. "We do this" vs "We want to be."

## **BUILD PARTNERSHIPS**

**MAINTAIN PARTNERSHIPS** (overtime, these should evolve) 4 columns:

In the first column of your Maintaining Your Partnership template, list all of the organizations that you are currently partnering with. Second column, label each partner depending on the category they fall into: transactional, complementary, or collaborative. A transactional partnership is originally formed to bring about a direct material gain for each member. You agree to share services, such as office space or purchasing power, but little more. Complementary partners have compatible missions and may work with the same clientele. They are likely to use each other as referral sources and may work together on a community initiative or a grant, but they operate as fully independent entities. Collaborative partners work together on a much wider scale, integrating one another into daily operations. Members of a collaborative are still independent, but the partners exert considerable influence on one another while working together to fulfill a common vision. Maintaining your partnerships means keeping them alive and not allowing them to grow stagnant. Sometimes, maintaining the status quo is desirable, but over time it is more likely that the scope of your partnerships should evolve in response to organizational and environmental changes. Fourth column state how you are maintaining these partnerships. Transactional requires open communication, trust, reliability. Complementary requires frequent communication, faith, awareness. Collaboration requires positive human relationship with camaraderie and mutual identity, frequent scheduled communication, focused conversations on maintenance of vision, goals or difficulties, develop earned income strategies to ensure reliable source of income.

## **DEVELOP STRATEGIES FOR RESOURCE DEVELOPMENT**

- In kind donations
- Volunteers
- Donors
- Grants from diverse sources
- Earned Income Strategies (fee for services or products)
- Planned giving arrangements (wait for someone to die)
- Endowment campaign (invested and untouched until future date)