



Sustainability: The Result of Building Relationships

Develop speaking points to increase the confidence of funders.
Demonstrate that you will strategically and responsibly use their funds for a specified impact.

A CLEAR PURPOSE:

MISSION – What is the mission of our program?

GOALS - What are the intended outcomes?

DEMONSTRATING NEED:

Why is the program needed?

CREDIBILITY:

STRUCTURE –

What is our governance structure and oversight process for achieving program implementation quality and impact?

HISTORY/TRACK RECORD –

What are some of our past accomplishments?

FINANCIAL RESPONSIBILITY –

How can we demonstrate that we are managing our finances appropriately?

DEMONSTRATE IMPACT:

RESEARCH –

Is their program data that highlights the program developer's evidence of effectiveness?

PROVEN OUTCOMES –

What data systems are in place?

What existing data can we highlight to demonstrate our program's impact on local risk factors, protective factors, and behavioral outcomes?

ADD VALUE:

How does our community or the potential funder benefit from the program?

TELL A STORY:

Share an example of a participant testimonial or a program impact.

MAKING THE APPROACH:

Now that you have developed speaking points, identify program champions, develop informational materials, and enact a plan for approaching potential funders.

TARGETS – Which potential partners, stakeholders, or funders may have a vested interest in supporting our local program?

WHO – Who can is best suited to approach the potential funding sources (strong communication skills, knowledgeable of the program, has an existing relationship, etc...)?

HOW – When and how will we approach each potential funding source?