Grant Funding Doesn’t Last Forever
So how do you plan for sustainability
What We’ll Cover

What is Sustainability

- What is a Sustainability Plan & Why do you need one
- Finding Resources & Fundraising Methods
Sustainability – what is it?

Defined as:
1. To give support or relief to
2. To supply with sustenance – Nourish
3. Keep Up, Prolong
4. To support the weight of
5. To buoy up
6. To support as true
7. to support by adequate proof

From Websters Ninth New Collegiate Dictionary
Sustainability - Poll

Is it about Money
Is it about Goals/Outcomes
OR
Keeping Your Job
Fund Raising

Current Economic Climate

- Foundation funding down
- Less “optional spending”
- Uncertainty of long-term financial situation (both corporate and personal)
Sustainability Planning

- Ask What should be sustained?
  - Break out components
  - Think about Outcomes/Goals
Sustainability Plan

- What resources are required to maintain them

TIME

TALENT

TREASURE
Sustainability Planning

- Who will be affected by your program or service (constituents)
  - By having your program – or – by loss of your program

The More the Merrier
Sustainability Plan

- **Why you**
  - Are there others that do what you do or could work with you to support your mission
  - OR –
  - Are they your competition
Sustainability Plan

- *Don’t put all your eggs in one basket!*
Major Categories of Revenue

- Grants
  - Government
  - Foundation
  - Family
Major Categories of Revenue

- Individual Donors
  - In person
  - Written Message
  - Recorded
Major Categories of Revenue

- Events/Fundraisers
  - Appropriate for the Org
  - Marketing Opportunity
Major Categories of Revenue

- Business
  - Thrift Store
  - Items Sale
Major Categories of Revenue

- Membership
  - One Time
  - Annual
  - Project Membership
Major Categories of Revenue

- Fees
- Taxes
- Fines
Major Categories of Revenue

- In-Kind
  - Volunteer time
  - Additional Staff Time
  - Experts
  - Services
  - Physical Items
Fund Raising/Support

Why don’t people give:
- They weren’t asked
- They weren’t thanked for a previous gift
- They don’t understand who or what you’re about
- They don’t think their support will make a difference
First Steps in Fund Raising

Create Case Statement

- Identify Needs
- Identify Target Audience
- Determine Type of Request
  - Written/In Print
  - In Person
  - Recorded
Circles of Support

- Current
- Previous
- Friends/Constituents
- Community
Fund Raising

MAKING THE ASK:

Select the right person to ask the right person at the right time for the right amount in the right way for the right reason.

AFP QUOTATION
Future Training Poll

- Preparing A Case Statement

- Preparing To Make The Ask (Training your volunteers)

- Segmenting/Targeting Messages & Mailings
Contact Info

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Resources

- Fundraising for Social Change; by Kim Klein
- Donor Centered Fundraising; by Penelope Burke
Resources – Grant writing

On-line Resources

Fundraising Resources
http://www.iteachfundraising.com/books.html
http://www.ccfbest.org/fundraising/default.htm
http://foundationcenter.org/
http://philanthropy.com/

Non-Profit Management Resources
http://www.fieldstonealliance.org/client/tools.cfm
http://ctb.ku.edu/tools/en/sub_section_main_1049.htm