

**Mission-driven
Sustainability**

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Objectives

- *Identify key components of sustainability*
- *Discuss diversity in funding sources*
- *Identify the benefits and challenges when following mission-driven instead of funding-driven organizational development*

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Key Components of A Solid Organization

- Proactive vs. reactive
- Networks of support
- Mission-driven organization
- Producing results...talking about results
- Strategic thinking and planning
- Diversity of staff, board, volunteers, and participants

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Key Elements of Sustainability

- The Plan
 - Start with programs
- Implementation
 - Know your budgets
- Critical Analysis
 - Quarterly review
- Marketing Your Organization to Your Customers
 - Quality and consistent message

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Sustainability Framework

- Foundations/Corporations
- Government
- United Way
- Collaborations/Contracts
- Individual Donors
- Special Events
- Online Fundraising
- Plan to Diversify

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Foundation/Corporation

- Current Trends
- Conducting Research
 - Guidestar.org
 - Foundationcenter.org
 - Vawnet.org
- Connect with Program Officers
- Plan and Execute

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Found/Corp Plan

Deadline	Foundation Name	Program	Amount	Level	Sent In?	Comments
	Community Foundation	General Operating	40,000	1		
	Women's Foundation	Shelter Support	20,000	1		Report due November
	Local Corporation	Youth Project	10,000	1		Reply in Feb.
Total Amount			\$70,000			
2/1/11	Local Corporation 2	Children's Program	20,000	2	x	Board member to submit letter of support
4/1/11	Family Foundation	General Operating	50,000	2	x	
Total Amount			\$70,000	x 30%	\$21,000	
Total Revenue						\$91,000

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Government

- Pros/Cons
- Alerts to Your Inbox
 - Grants.gov listserv
 - RSS Feeds

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United Way

- Pros/Cons
- Corporate Restrictions

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Collaborations/Contracts

- Pros/Cons
- Challenges/Opportunities

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Individual Donors

- Circle of Donors
- Relationships and Respect
- Know Your Donors
- Movie Mondays
 - <http://www.501videos.com/moviemondays.html>

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Special Events

- What?
- Who?
- Sponsor?
- Budget?

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Online Fundraising

- Coordinate Messaging and Strategies
- Passive and Active Methods
 - GoodSearch
 - Facebook (Causes)
- Getting Others to Fundraise
 - Firstgiving.com

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Plan to Diversify - Activity

- Development Activity
- What will you need to implement once you are back home?
- How will you get what you need?

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Wrap Up

- Questions
- Comments

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