CYFAR
Webinar
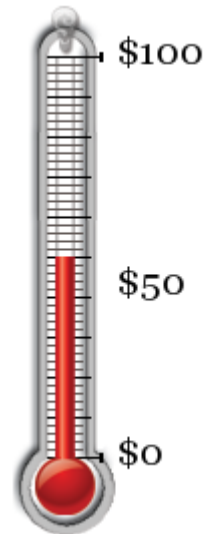
January 10, 2017

12 pm CT - 1 pm ET

Sustainability
More than a Bake Sale

It Takes Time and Effort!

Where to begin?

- Review a sustainability a logic model or framework (See page 1 of your handout)

- Use the framework to identify *key strategies* for sustaining innovations/programs and for sustaining effective teams that implement these innovations

Sustainability

"The first rule of sustainability is to align with natural forces, or at least not try to defy them."

- Paul Hawkin
Environmentalist
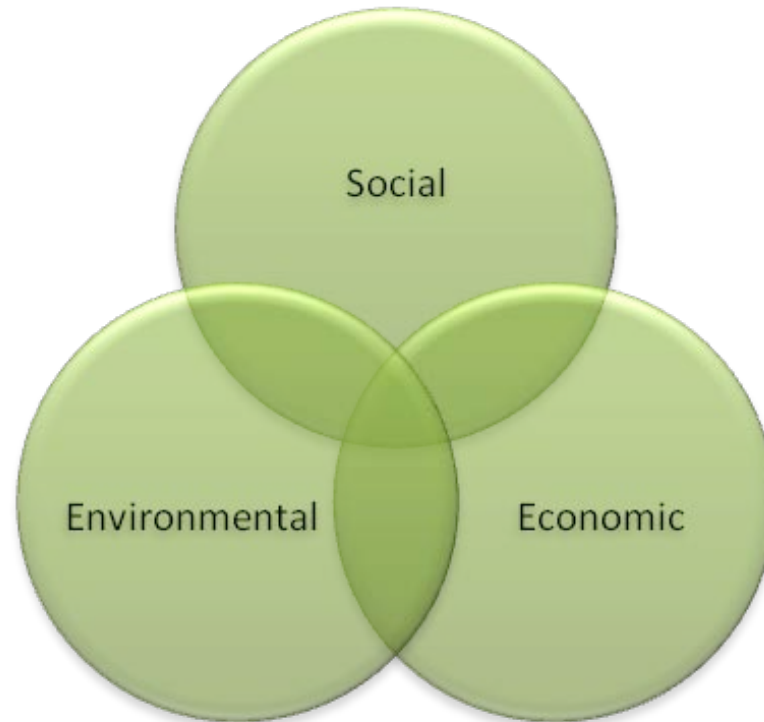
Juggling Balloons

If you want to go fast, go alone.
If you want to go far, go with others.
African Proverb

Transitioning to "Systems Thinking"

- Identify existing efforts that are similar
- Identify existing resources (financial, human, material, policies)
- Identify challenges faced by others doing similar work

Poll: Community-based teams

1. How many CYFAR projects have *Extension-based teams*?

2. How many CYFAR projects represented on this webinar currently have *community-based teams*?

3. Are <u>all</u> members of your team actively engaged in implementation?

4. In sustainability planning?

Logic Model for Sustainability

Inputs
- Intervention with evidence for efficacy
- Organizational capacity
- History of innovation

General Factors
- Intervention characteristics
- Organizational supports
- Environmental support

Obtaining Financial Resources

Outcomes
- Intervention sustained
- Client benefits
- Intervention activities
- Community capacity
- Replication

Policy & Financial Environment

Adapted from Scheirer, M.A. & Dearing, J.W. (2011).
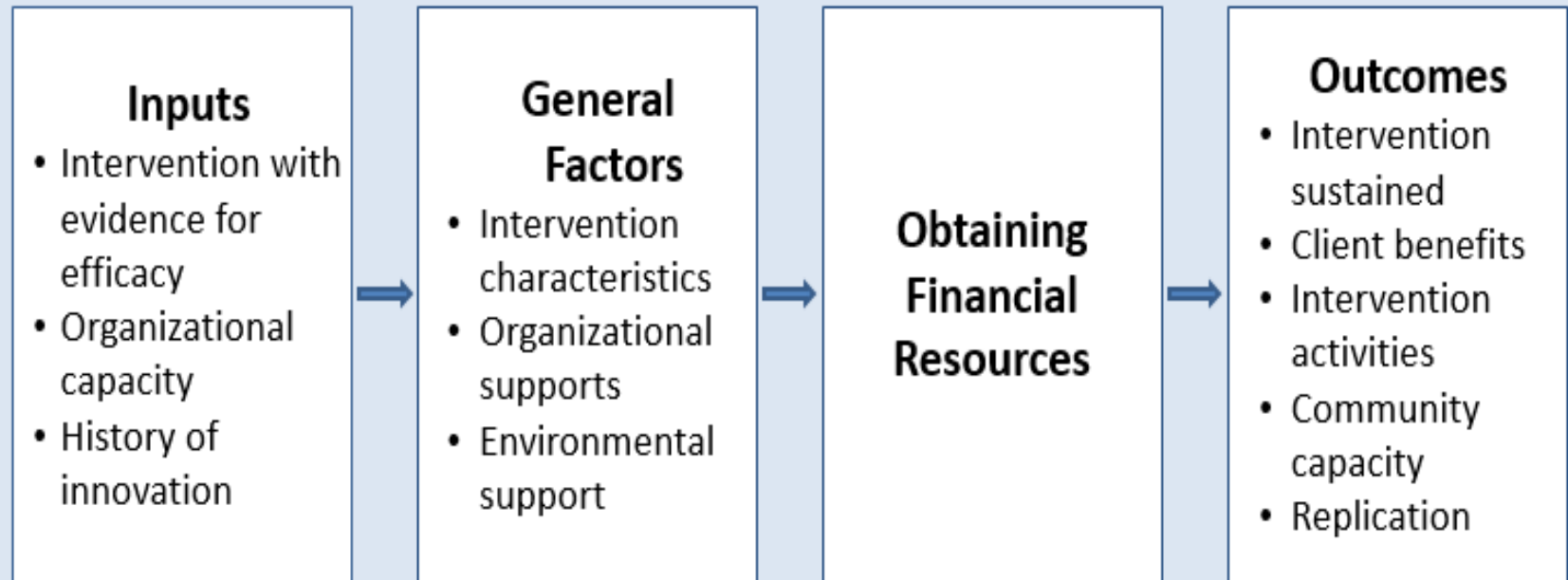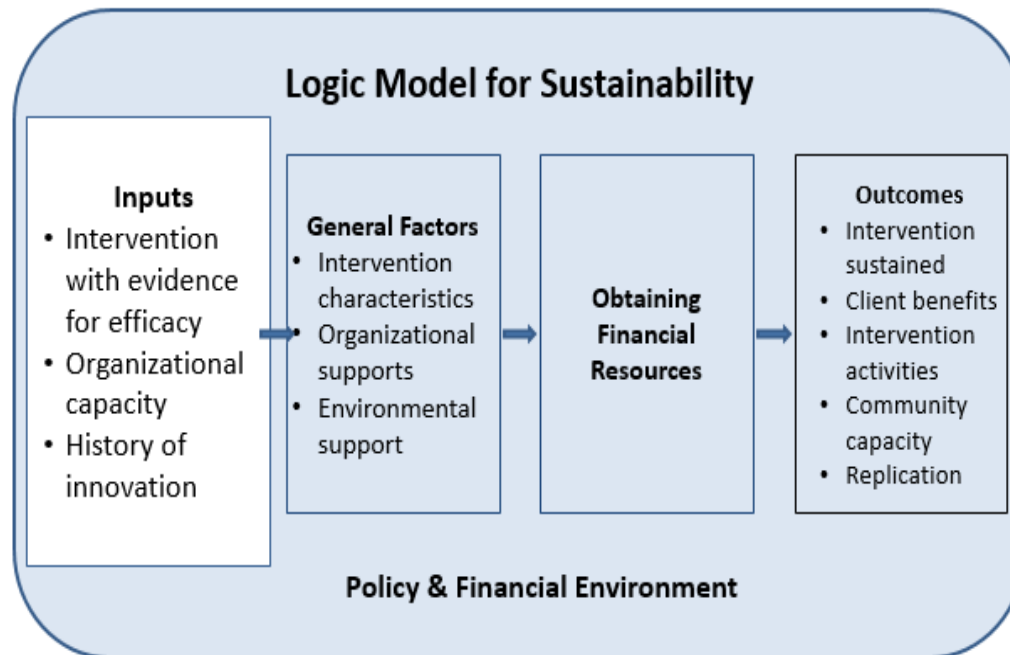
Inputs

- Project with evidence for effectiveness

- Organizational capacity and supports

- History of innovation and experience with the effort

Logic Model for Sustainability

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Policy & Financial Environment

Using Existing Platforms

Who else cares about this work?

Why are they interested?

What could they bring to the team to help with sustainability?

What will you ask them to do?
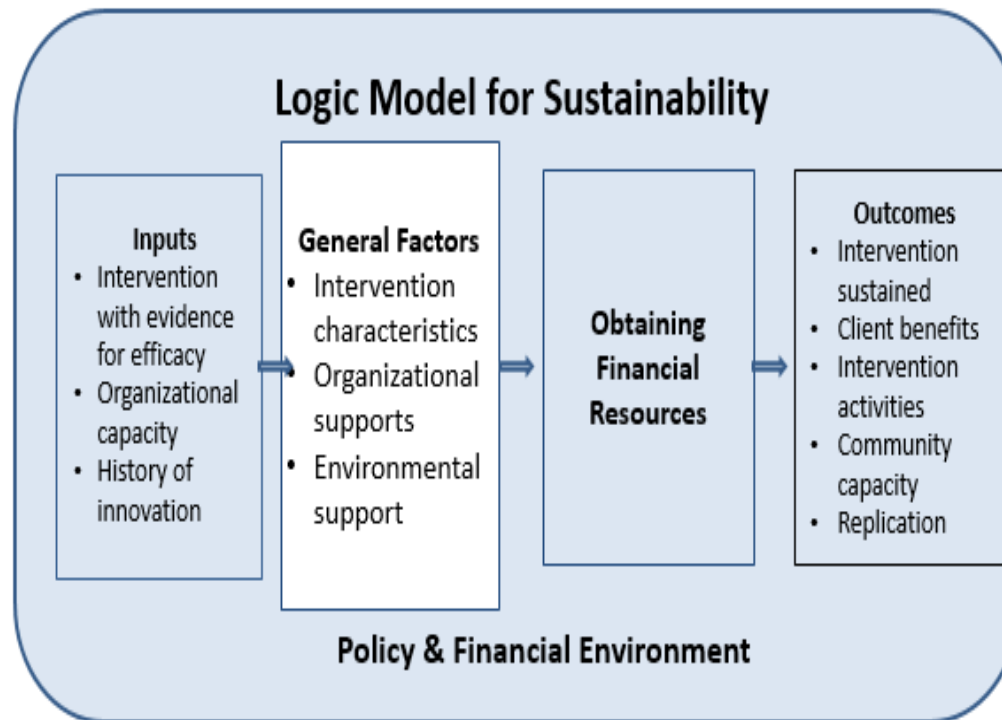
(See Page 2 of your handout.)

Handout Page 2

Who else cares about this work? Who are the community stakeholders that could be interested in this effort?	Why might they be interested? What do they need to know?	What skills and/or resources can they bring to the team?	What will you ask them to do (be on a community team that will…..X)?	If they say "no thank you", why? Is there another way for them to be connected to the effort?

General Factors Affecting Sustainability

- Intervention characteristics are qualities of the effort that promote long-term sustainability
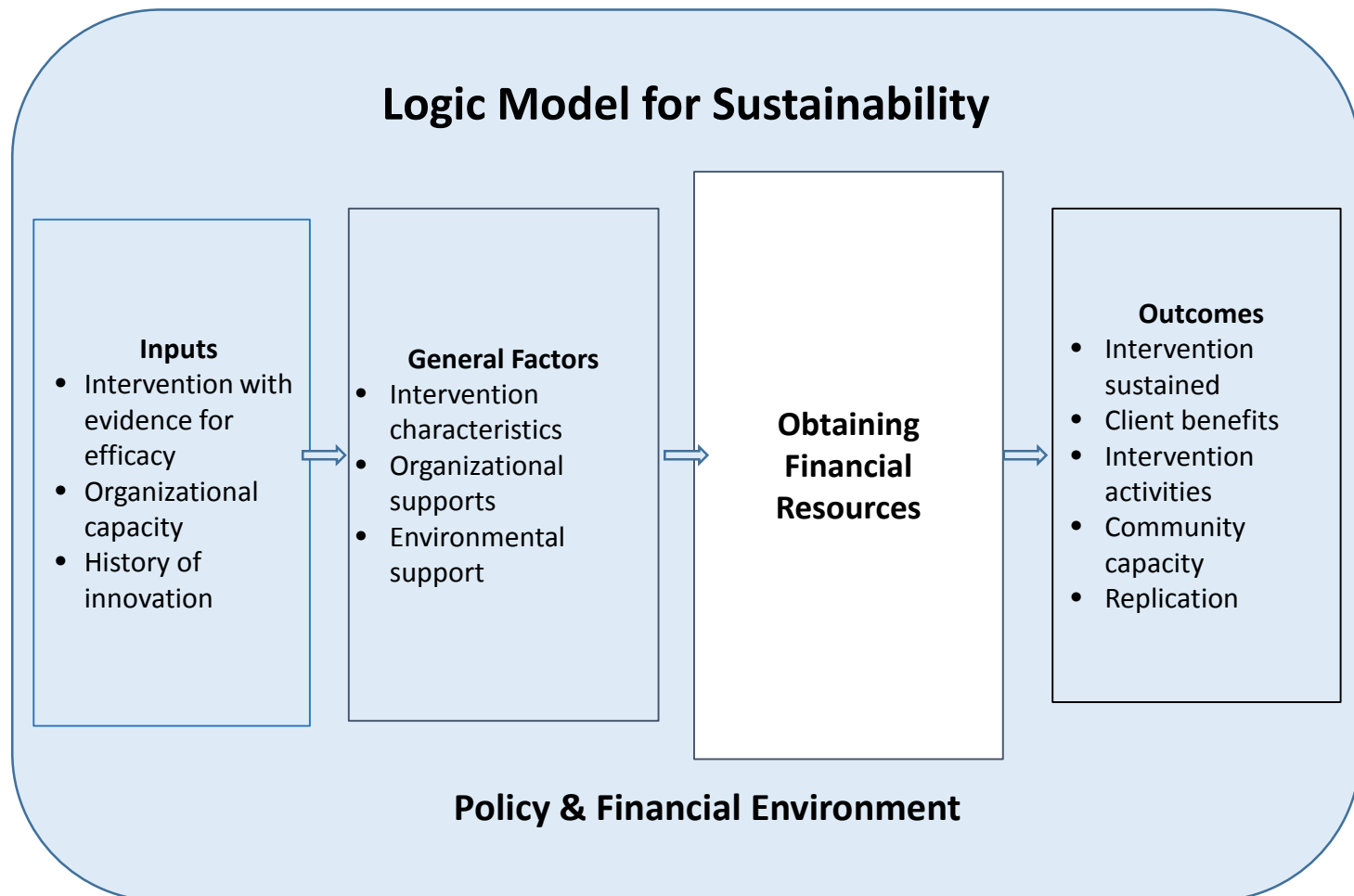- Organizational supports
- Environmental supports

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Chat: Existing Sustainability Factors

- Think about your own community and your own project

- Identify the "inputs" and "general factors" that currently exist for your team and your community

- Where are the "low-hanging" fruit? (A positive influence you could access.)

Obtaining Financial Resources

Logic Model for Sustainability

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Policy & Financial Environment

Poll: Resource Assessment

- Internal – Embedding or integrating the project within one or more organizations or agencies on your team

- External – grants or fees for service, donors

- In-kind – space, materials or volunteered time and expertise

What do you need? What do you have?

Budget Item (What will be needed)	Need & Quantity (How much will be needed)	Cost	Available Resources	Other Supports	Remaining Need	Possible Sources	Who Will Contact
Cash							
Implementation by trainers/facilitators (stipend/payment)	2 rounds of implementation	$300 @ project = $600	CYFAR and/or other agencies	Team member agency staff	none		
Workbooks and materials	15 workbooks @ class x 2	30 books @ $5 each = $150	0	0	$150	Community fund	Team member name
Community awareness/ recruitment	Advertising, posters & radio spots	$75	0	Printing of posters discounted, Radio is free	$25 for posters, $25 for ads in the newspaper	Newspaper donates space	Team member name
?????							
In-Kind							
Participant Incentives	Notebooks, pens and coupons	$10 @ person	0	Restaurant coupons, gas coupons, food	Notebooks and pens	Local business	Team members names
Meeting space	Room for 20 participants (x2)	Donated?					
Volunteers to recruit participants	8 volunteers to conduct activities	Recognition					
Child care	2 child care providers for each session						
????							

Diversified Funding Sources

- Grants

- Donations

- Large and small events

- Government funding

- Foundations

- Corporate support

- Direct mail/email/Cloud

- Develop champions to fundraise for the team

- Braided funding

- Pooled funding

- Develop fundraising networks

- ?????

Identify Your Donor Base

- Governmental Agencies/Organizations
- Non-governmental
  - Corporate Business / Industry
  - Foundations
- Others
  - Formal agencies or organizations
  - Volunteer groups or clubs
  - Individuals

Fine Tuning the Message

The message should:

- Connect to things your audience cares about

- Identify and offer a compelling reward for taking action

- Have a clear call to action

The message should be:

- Memorable

- Short and sweet

- Repeated and well-timed

- Tested

Turn One-Time Givers into Repeat Donors

Use a donation/pledge form to:

- Explain how to give (monthly pledge, annual donation, etc.)

- Include other ways to get involved (volunteering or in-kind support)

- ***Collect and use data***

- Report to donors annually and SAY THANK YOU!

DATA   →   KNOWLEDGE   →   ACTION
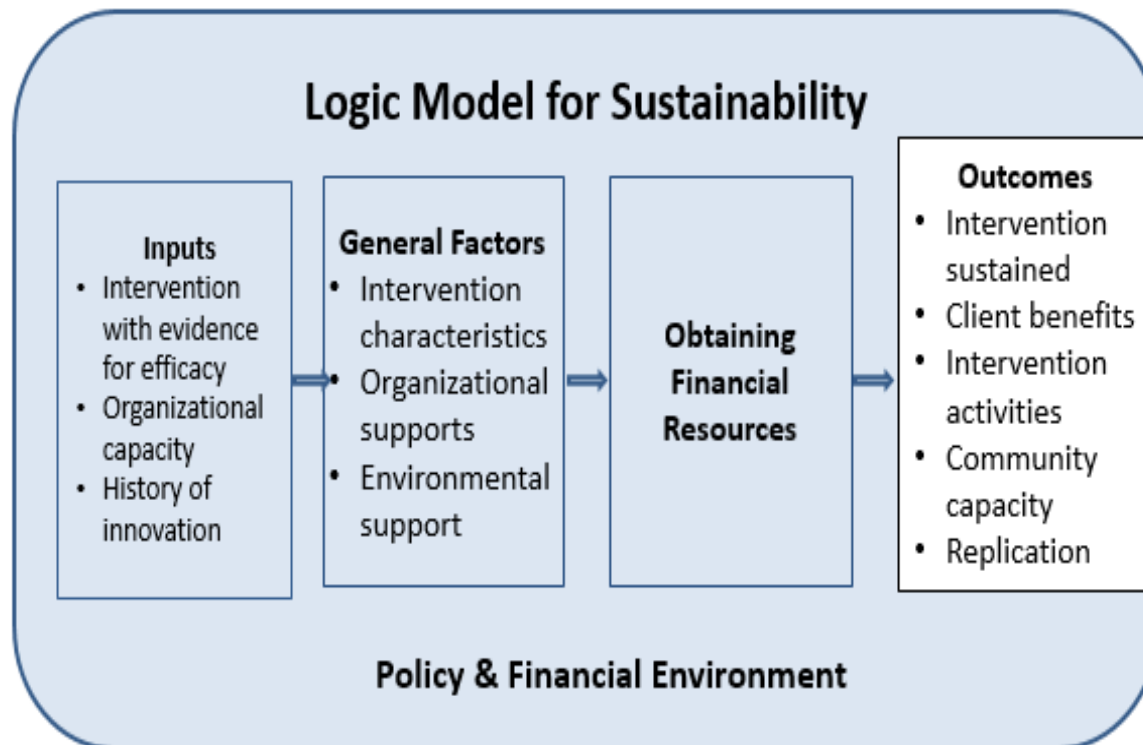
Tips for Success: Relate, Recognize, Reward

- **Chat: Why do people give?**

- Key approaches for making the "ask"

- Be creative

- Don't compete with similar groups

- **Say THANK YOU!**

Outcomes

Community-level benefits:

- Benefits for participants
- Benefits for non-participants (public value)

How will you share the news?

Use a variety of platforms to share your story:

- Newsletters

- Direct mail/email

- Websites

- Posters/Banners

- Advertisements

- Existing Events and Celebrations

Strategies for Sustainability

- Resource Assessments

- Using data/Sharing data

- Well-functioning Teams

- Partnerships/Networks/Relationship!

- Strategic Communication/Awareness

- Recognition and Rewards

IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE.
-NELSON MANDELA

"The best time to plant a tree is twenty years ago. The second best time is now."　　　　　　　— **Anonymous**