

RETAIN Sustainability Planning and Development



Using Continuous Improvement Strategies to Develop a Framework

RETAIN

Retaining Employment and Talent
After Injury/Illness Network



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- Objectives
 - What is sustainability?
 - Four pillars of sustainability
 - Peer sharing

POLL – When it comes to sustainability planning for your RETAIN program.....

- a) We have a written sustainability plan in place
- b) We have begun mapping a sustainability plan
- c) We have had initial sustainability conversations
- d) We are hoping for the best!

What is Sustainability?

RETAIN

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What is sustainability? (cont.)

- Refers to prospects and efforts to secure and maintain continuous funding after the current grant ends.
- Allows for needed services to continue in the community and reinforces successful programs and activities.

Who does it involve?

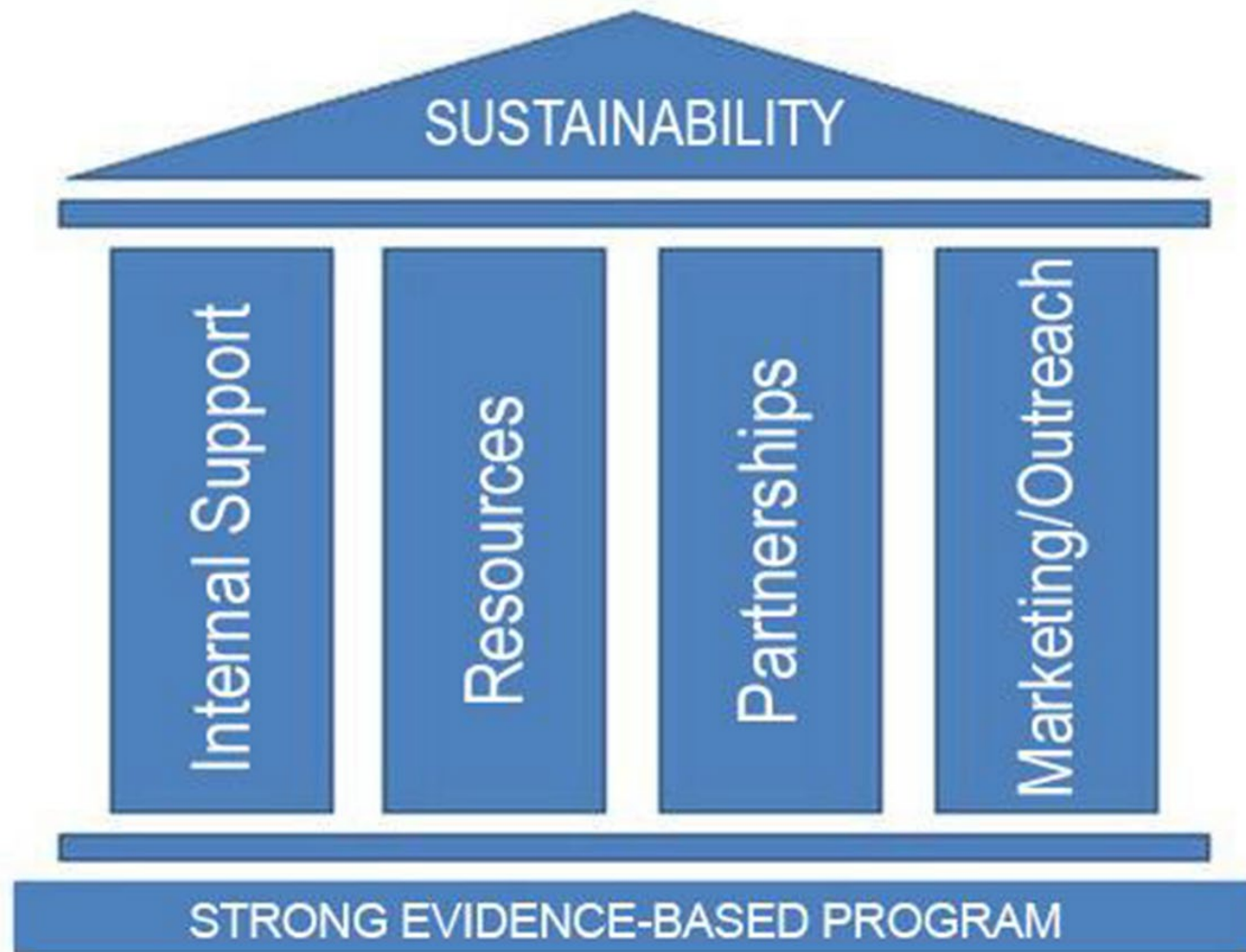
- The entire organization – leaders, managers, staff
- Board
- Community partners
- Other funders
- Who else?

When does it begin?

- DAY ONE
- On-going process
- Requires regular reviews and/or updates (continuous quality improvement)

Four Pillars of Sustainability Planning

A framework for consideration



Discussion

- What does (or could) program assessment efforts look like at your RETAIN site?

Pillar 1: Internal support

- RETAIN state program vision
- Organizational capacity
- Leadership's commitment
- Staff's commitment

Discussion (cont.)

- What are some examples for building internal support with staff?

Pillar 2: Resources

- Government grants
- Program income
- Cash donations
- In-kind donations/services
- Contracts/Fee for service
- Sponsorship
- Social Enterprise
- Capital campaigns
- Philanthropic and corporate foundations
- Civic organizations or clubs
- Business partnerships
- What else?

Discussion (cont.) 2

- What can you do to assist the person on your team who is responsible for finding and requesting funding?

Pillar 3: Partnerships

- Look beyond the “Usual” suspects
- Additional/unconventional partners
- Seek advocates
- Develop the partner proposition
- Establish a role for partners in sustainability
- Build collaboration!

True/False Discussion

True or False

- Should partners be part of the sustainability conversation?

Pillar 4: Marketing/outreach

- Storytelling
- Articulate the need
- Action Steps
- Multiple communication channels
- Branding

Storytelling

- Articulate the need and identify a solution
- Establish credibility
- Find your Ambassadors (RETAIN partners)
- Develop marketing tools and a dissemination plan

Discussion (cont.) 3

- Let's hear from some of you a quick story pitch you might share

Next Steps

Next step considerations

- Form a sustainability planning committee
- Consider your mission and goals
- Share with all staff and obtain input
- Conduct a program assessment
- Develop or refine programming ideas
- Be creative about seeking funding
- Talk to your partners
- Start a marketing/outreach campaign

Final Discussion

- Which pillar (internal support, resources, partnerships, marketing and outreach) does your RETAIN program currently focus on the most? How?
- Which pillar do you want to focus more on?
- What are some of the program, organizational and partnership components you want to assess to inform sustainability decisions?
- Share some takeaways and next steps you want to take

Resources

- The [Program Sustainability Assessment Tool](#) website provides a step-by-step guide for developing a sustainability plan along with action planning templates.
- <https://www.samhsa.gov/sites/default/files/nc-sustainability-toolkit.pdf>
- [https://www.dol.gov/sites/dolgov/files/ILAB/Sustainability Guide Final Report 08-22-2018.pdf](https://www.dol.gov/sites/dolgov/files/ILAB/Sustainability_Guide_Final_Report_08-22-2018.pdf)
- <https://www.wallacefoundation.org/knowledge-center/Documents/Strategies-to-Scale-Up-Social-Programs.pdf>

THANK YOU!