



# Developing and Writing a Sustainability Plan

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LifeSkills Training

Webinar Series

May 10, 2011

# Our Goals for this Webinar Series

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1. Share a framework and process for sustainability planning
2. Provide information, guidance and tools to support sites in creating a sustainability plan
3. Create opportunities for dialogue and peer learning across LST grantee sites

Selected items that you reported as **your** goals for this series:

- Learn about effective sustainability strategies and practices
- Understand funding sources
- Guidance and tools to work on a sustainability plan

# Brief Recap of Webinars to Date

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## Introduced:

- the sustainability planning process and self-assessment tool
- a framework for considering the financial, human, and internal resources necessary to sustain your initiative over the long term

## Provided:

- guidance to assemble a sustainability planning team
- resources to identify funding streams

## **Your Reflections**

- Your sustainability planning team might include: members of school PTAs, PTOs, teachers, counselors, district staff, etc.
- Strategic financing: embedding LST in school/district budgets is promising
- Strong internal systems: sites manage train-the-trainer differently, e.g. training teachers as LST trainers, using certified trainers, etc.

# Today's Agenda

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During today's webinar we will:

1. Review the sustainability planning framework
2. Consider who should be involved in developing and writing a sustainability plan
3. Discuss formats for a written sustainability plan, and strategies for writing a plan

# Key Elements of Sustainability

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1. Vision
2. Results orientation
3. Strategic financing orientation
4. Adaptability to changing conditions
5. Broad base of community support
6. Key champions
7. Strong internal systems
8. Sustainability plan





# Who to Include in Planning

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## ○ Internal

- Staff – site directors, teachers, principals, school district administration; school board
- Students, parents/families

## ○ External

- Those with influence
- Those with information
- Potential partners



# A Written Sustainability Plan...

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- Translates all of the information generated in planning process into concise document.
- Provides those who participated in planning with summary of decisions and sense of accomplishment.
- Is an important tool for educating potential partners, investors, and champions about the history, successes and future plans of your initiative.



# Formats for your Sustainability Plan

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Choose a plan format that...

- “Speaks” to *your* stakeholders.
- Offers enough length to provide a way forward for your program, but not too long.
- Is digestible yet actionable. Your program’s plan could take the shape of a:
  - Short written narrative
  - Highly graphic action plan
  - PowerPoint presentation





# Sustainability Plan Outline

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1. Introduction and background of your LST program
2. History, progress and future plans
3. Achieving your LST program goals: strategic considerations
4. Financing plan
5. Action plan and timetable



# A well-written plan can help you to...

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- Manage your work
  - Maintain focus on vision and results
  - Monitor implementation of strategies
- Publicize your work and develop support
  - Include language from plan in marketing materials
  - Share the plan with potential supporters and champions
- Secure new funding
  - Include language from plan in funding proposals

# In Person Sustainability Planning Training Opportunity

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- June 23-24, 2011 in Thomasville, North Carolina
- Two-day, intensive working session
- Participants will receive:
  - All training and tools necessary to complete a full sustainability plan;
  - A copy of The Finance Project's Sustainability Planning Workbook; and
  - Onsite and ongoing peer-to-peer learning.

# Contacting Us

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Archived webinar materials can be found at:

[http://www.colorado.edu/cspv/blueprints/1st\\_grant/sustainability/index.html](http://www.colorado.edu/cspv/blueprints/1st_grant/sustainability/index.html)