

**Moderator:**  
Jason Adams

**Featured Hosts:**  
Kathleen Demro  
Laney Gibbes



## Sustainability Planning

April 15, 2020

*Note: This session will be recorded and posted on the Expert Q&A Past Sessions tab when available.  
The audio for today's session will play through your computer speakers.*

# Technical Overview

- If you are experiencing any technical issues with the audio for this session, please let us know in the Chat box.
- As with all technology, we may experience a momentary lapse in the webinar session. In the event of a problem, please be patient and remain on the line. If the problem persists, please contact our technical specialist, Kaila Hough, by emailing her at [khough@ovcttac.org](mailto:khough@ovcttac.org) for technical assistance.
- Today's session will be recorded and made available on the OVC TTAC Expert Q&A Past Sessions tab, along with a copy of the PowerPoint.

# Featured Hosts



**Kathleen Demro**



**Laney Gibbes**

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# Q&A – Sustainability Basics

## What do you mean by sustainability?

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# Community Toolbox Definition



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## COMMUNITY TOOL BOX

*“Sustainability is the active process of establishing your initiative...developing relationships, practices, and procedures that become a lasting part of the community.”*

*- The University of Kansas, Community Toolbox*

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## Q&A – Sustainability Basics

Sometimes, nonprofits have programs that are like zombies (they just keep on going), but the program outcomes show that they're not investing the proper resources to make the program successful.

At what point should we consider suspending work that no longer supports our mission directly? How can sustainability planning help?

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# Q&A – Sustainability Basics

## What are the essential ingredients of a sustainability plan?

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# The Eight Domains



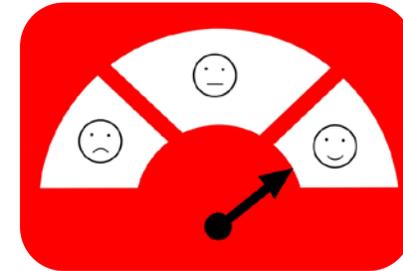
Adaptation



Communications



Environment



Evaluation



Organizational  
Capacity



Partnerships



Resources



Strategic  
Planning

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## Q&A – Adaptation

What can we do, aside from fundraising, to sustain our programs if federal funding is cut?

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## Q&A – Adaptation

What are some creative ways to maintain a program/continue services in this time of uncertainty?

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## Q&A – Resources

How do we raise money in a down economic market?

At what point is it appropriate to fundraise to continue services?

How can we continue to provide victim services and pay our staff if funding ceases?

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# Q&A – Resources

## How do we diversify funding?

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## Q&A – Resources

What are the best ways to cultivate new (big) donors?

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## Q&A – Resources

Do you believe it is best for a nonprofit to cancel all fundraising events for one year or will this set things back in the future?

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## Q&A – Resources

Nonprofits rely on reserve funds to pay bills while waiting for reimbursements from grants. What are some successful ways to convince donors to give to the reserve fund?

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## Q&A – Resources

For those of us who cannot fundraise with grant money, how can we ensure we have a safety net?

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# Q&A – Environment, Partnerships, and Communications

## How do we build community support for an unpopular issue?

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# Q&A – Environment, Partnerships, and Communications

What are the alternatives if one of our collaborators ceases to fund our program?

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# Q&A – Environment, Partnerships, and Communications

## How do we increase grassroots marketing?

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# Q&A – Evaluation and Strategic Planning

How do you evaluate an existing program to prove its effectiveness?

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## Q&A – Evaluation and Strategic Planning

What are some suggestions for explaining to executive staff that a grant-funded position is a necessity and that we should seek to fund the position when the grant ends?

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# Q&A – Evaluation and Strategic Planning

What is the difference between a sustainability plan and a strategic plan, and how are they linked?

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# Q&A – Organizational Capacity

What are the biggest priorities to address first when creating a succession plan?

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# Q&A – Steps To Planning

Where do I start?

What are the best practices for  
planning for sustainability?

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## Q&A – Steps To Planning

Have you heard of the Program Sustainability Assessment Tool, and do you recommend it?

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## Q&A – Working with the Board and Volunteers

How do I get the whole board to buy in for sustainability planning?

How do I map out a plan my board can understand?

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# Resources

- [Program Sustainability Assessment Tool](https://www.sustaintool.org/psat/)  
(<https://www.sustaintool.org/psat/>)
- [University of Kansas, Community Toolbox](https://ctb.ku.edu/en)  
(<https://ctb.ku.edu/en>)
- [Office of Adolescent Health. \*Building Sustainable Programs: The Resource Guide\*](https://safesupportivelearning.ed.gov/sites/default/files/sustainability-resource-guide.pdf)  
(<https://safesupportivelearning.ed.gov/sites/default/files/sustainability-resource-guide.pdf>)
- [OVC TTAC: NVAA Effective Management Series](https://www.ovcttac.gov/views/TrainingMaterials/dspNVAA.cfm?tab=2)  
(<https://www.ovcttac.gov/views/TrainingMaterials/dspNVAA.cfm?tab=2>)
- [OVC TTAC: How We Can Help](http://www.ovcttac.gov/HowWeCanHelp)  
([www.ovcttac.gov/HowWeCanHelp](http://www.ovcttac.gov/HowWeCanHelp))

[ttac@ovcttac.org](mailto:ttac@ovcttac.org)

1-866-682-8822

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Next Month

**Topic:** Vicarious Trauma in First Responders

**Date:** May 20, 2020

**Featured Host:** Angie McCown

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# Before You Leave...

Download a **certificate of attendance** for today's session from our Downloads pod.

For more **resources related to this topic**, please see the Additional Links pod.

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Thank You!

If your question was not addressed in this session, you can send your question to our hosts or request additional information by email:

Kathleen Demro: [Kdemro@ovcttac.org](mailto:Kdemro@ovcttac.org)

Laney Gibbes: [Laney.Gibbes@icf.com](mailto:Laney.Gibbes@icf.com)

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