# Activity: What Needs to be Sustained?

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| **Intervention Components** | **Specific Elements** | **Mode of Delivery** |
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***Activity: Creating a Preliminary Budget Document***

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| **Annual Budget for Fiscal 20\_\_\_ (\_\_\_\_\_\_\_\_\_ 20\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_, 20\_\_\_\_)**  |
| **Expenses:**  |
|   | Salaries (How many people, full or part time?) list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | Fringe (Usually a % of salaries paid) | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | Supplies list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | Equipment (only what is needed this year) list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | Phone (computer connection through phone line?) | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | Utilities (Gas, Electricity, Water, Sewer, Trash, Cable, Internet) list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | Insurance | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | RentOther (list): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_$ \_\_\_\_\_\_\_\_\_\_\_ |
| **Total Expenses**  | $ \_\_\_\_\_\_\_\_\_\_\_ |
| **Income**  |
|   | Source #1 (Federal, State or Local Grant?, Foundation?) list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_  |
|   | Source #2 (Memberships?, Fees or Sales?) list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $ \_\_\_\_\_\_\_\_\_\_\_ |
|   | Other Sources list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | $\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Total Income** | $\_\_\_\_\_\_\_\_\_\_\_\_ |

# Activity: Identifying Sustainability Goals and Potential Partners

State the sustainability goals as simply as possible:

Who are potential partners? Consider different priority sectors of the community (business, schools, etc.)

Number the priority sectors, starting with #1 as the sector having the most potential.

Try to identify at least one individual in each of the first five sectors who is linked to others (a connector), who knows about the issue (a maven), and/or who can motivate others (a persuader). How they could be approached to become involved?

# Activity: Communicating with Key Audiences

What are potential market segments or sub-groups of the community that should be reached?

Select and name one particular group/ audience to target:

For this group, fill out the following six characteristics about the group that particularly effects how the appropriate as a subgroup that should be reached:

a. Past and current behavior related to the effort:

b. Readiness:

c. History with the effort:

d. Values and benefits:

e. Geography:

f. Demographics:

Develop a message (about 2 short phrases) that would be appropriate and designed to compete for the attention of your target group. The message may include powerful images and text.

What are the channels you could work through to deliver the message?

# Activity: Communicating with Key Audiences (Continued)

**Long-term marketing (general awareness) goal:**

 **Related short-term goal(s):**

**Strategy for marketing:**

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| --- | --- | --- | --- | --- |
| **Action Step**(what will be done) | **Person(s)****Responsible**(by whom) | **Date Completed**(by when) | **Resources Required**(at what costs) | **Communication / Collaborators**(who else should know / can help) |
| **1.** |  |  |  |  |
| **2.** |  |  |  |  |
| **3.**  |  |  |  |  |
| **4.**  |  |  |  |  |
| **5.**  |  |  |  |  |

# Activity: Our Sustainability Plan

**Long-Term Financial Sustainability Goal:**

**Related short-term goal(s):**

**Strategy for sustainability:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Step**(what will be done) | **Person(s)****Responsible**(by whom) | **Date Completed**(by when) | **Resources Required**(at what costs) | **Communication / Collaborators**(who else should know / can help) |
| **1.** |  |  |  |  |
| **2.** |  |  |  |  |
| **3.**  |  |  |  |  |
| **4.**  |  |  |  |  |
| **5.**  |  |  |  |  |

Low Sustainability

High Sustainability

Low Impact

High Impact