



# Sustainability: Don’t Leave Your Future to Chance

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## Your Training Team....



Colber Prosper



Yvonne Stroman

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## The River Story



<https://www.dhs.wisconsin.gov/publications/p02695a.pdf>

cadca.org 3

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## Engage all Sectors of the Community



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## Strategic Prevention Framework (SPF)



The Strategic Prevention Framework was developed by CSAP, the Center for Substance Abuse Prevention, part of the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services.

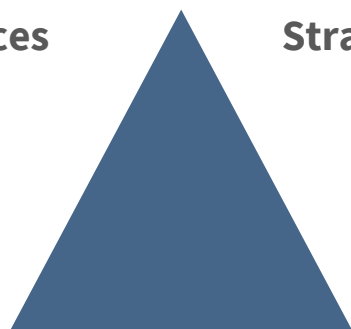
[cadca.org](http://cadca.org) 5

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## The financial and other resources required to do the work

Resources

Strategies



Sources

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## Coalitions Must Sustain

**The financial and other  
resources required to do the  
work**

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## Our Time Together...



Sustainability By Definition



Sustaining our Brand



Sustaining Resources



Sustaining the Momentum

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## Definition of Sustainability

A method of harvesting or using a resource so that the resource is not depleted or permanently damaged.

Sustainability is ability to maintain or support a process over time. Sustainability is often broken into three core concepts: economic, environmental, and social.

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## Definition of Coalition Sustainability

A sustainable coalition has enough **resources** to intervene at the community level and can maintain these **resources** long enough to see community-level outcomes.

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## RESOURCES



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## People = Strong Volunteer and Membership Base

1. Strong volunteer & membership base
2. A credible process
3. Relevance to current community concerns
4. The financial and other resources required to do the work

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## Strong Volunteer and Membership Base

**Recruiting** members involves:

- Identifying roles & tasks on the coalition
- Inviting existing/new members to “do the work”
- Providing opportunities for involvement
- Orienting new members to the coalition
- Meeting their WIFM

*“Coalition members will remain active when they are called to contribute to the cause.” [obamawhitehouse.archives.gov](https://obamawhitehouse.archives.gov)*

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## Strong Volunteer and Membership Base

**Retaining** coalition members involves building long-term relationships with individuals & organizations through the **6 R’s**:

- **R**elationships
- **R**ole
- **R**espect
- **R**ecognition
- **R**ewards
- **R**esults



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## Strong Volunteer and Membership Base

**Discussion:** Identify ways you can build the 6 R’s into the work of your coalition:

- **R**elationships
- **R**ole
- **R**espect
- **R**ecognition
- **R**ewards
- **R**esults



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## 2. A Credible Process

**Organizational structure helps to define:**

- Roles for coalition leaders and members
- Relationships among coalition members and staff
- Responsibilities and duration of work groups
- Reporting channels
- Meeting content and frequency
- Legal and fiscal lines of authority



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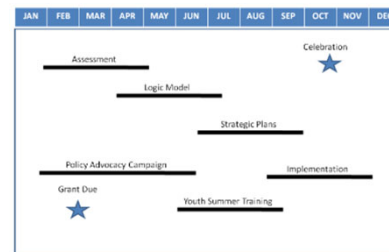
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## 2. A Credible Process

### Planning and timelines help to clarify:

- Scheduling and timing of efforts
- Distribution of the work
- Allocation of resources
- Prioritization of efforts
- Accountability



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## Volunteer Base and Credible Process

How do your groups/ coalitions:

- engage and sustain members?
- involve coalition members in “owning” the Strategic Prevention Framework (SPF) process?

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## Coalitions Must Sustain:

**Relevance to  
current  
community  
concerns**



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## Relevance to Community Concerns

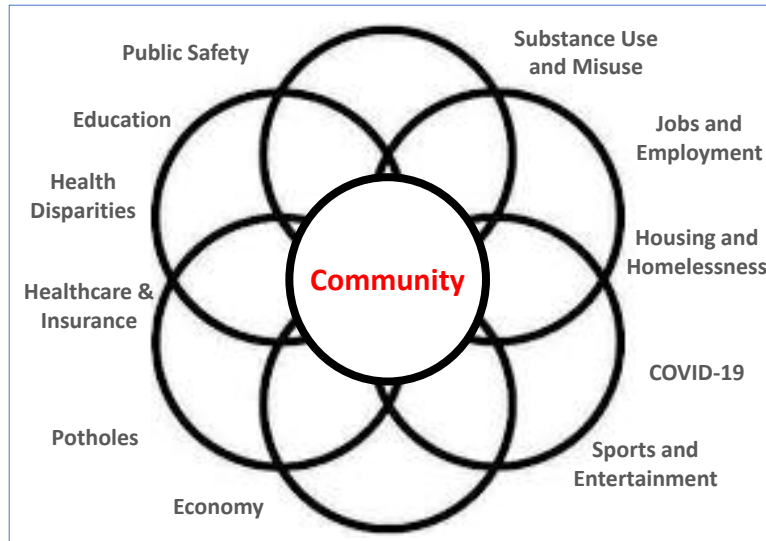
The coalition must be able to clarify to the community:

- How substance use and misuse directly relates to other community issues
- The role the coalition plays in addressing substance use / misuse and other community problems
- The “unique selling proposition” that makes the coalition stand out

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## Relevance to Community Concerns



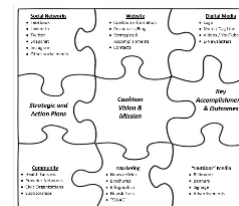
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## Relevance to Community Concerns

To build the community’s awareness of the coalition:

- Clarify the Coalition’s Vision, Mission, Strategies and Accomplishments
- Implement a comprehensive mix of **branding** and **marketing** strategies

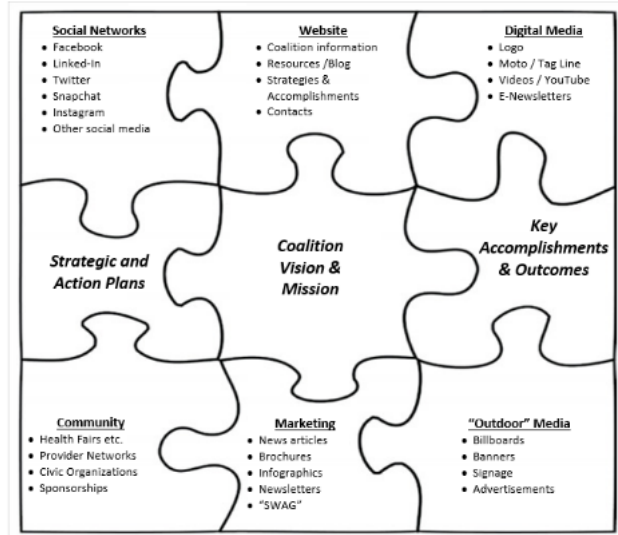


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## Relevance to Community Concerns

A comprehensive mix of **branding** and **marketing** strategies can include:



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## Relevance to Community Concerns

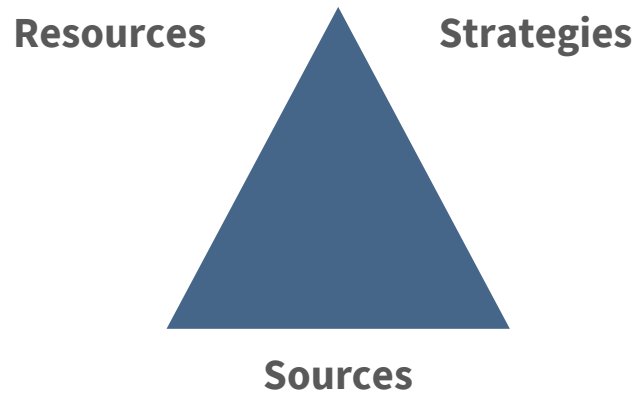
### **Discussion:**

- How does your coalition ensure that community members, partners and other organizations are aware of... and VALUE the work of the coalition?
- What marketing and branding tools does your coalition use to share information about the work of the coalition?

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## The financial and other resources required to do the work



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## Six-Step Sustainability Planning Process

### The financial and other resources required to do the work

1. Create a Case Statement
2. Identify what must be sustained
3. Identify future resource needs
4. Select funding strategies
5. Identify potential sources and donors
6. Action plan for contacts and requests

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## Six-Step Sustainability Planning Process

**The financial and other resources required to do the work:**

- 1. Create a Case Statement**
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## 1. Create a Case Statement

### Case Statement - Example

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**Case Statement:**

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The Acme County CARE Coalition has been instrumental in reducing marijuana and alcohol use and misuse by youth in our community. The coalition makes a difference by utilizing strategies that have been proven successful and are driven by scientific research. The work of the Acme County CARE Coalition has proven to be an essential component to reducing substance use and use and misuse in our community through prevention efforts such as community and family education, coalition partner trainings, student programs, special events and advocacy. It is imperative to sustain our work that has produced a verified decrease in substance usage and made significant strides in building stronger families for Acme County.

One of the things that sets us apart, is that the coalition is composed of concerned and committed citizens representing 12 different sectors who have been trained to utilize strategic planning to achieve its goals. By using volunteers and in-kind contributions we have been able to keep costs to a minimum, however it's essential to diversify our sources of funding to ensure the stability and longevity of the coalition and its contribution to the community. So, to ensure the continuation of this important work, we need your help in sustaining our qualified and dedicated staff, suitable office facilities, and updated communication tools and applications. When we work together as a community – we can make a difference and create a safe and healthy place for our youth and families.

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## 1. Create a Case Statement

### Create a Case Statement -

A written answer to key questions held by potential supporters, that addresses:

- **Why** the strategy / coalition is needed?
- **How** it will make a difference?
- **Who** is involved and supporting?
- **Is** the strategy/coalition cost effective?

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## Sustainability – Next Steps

### Next steps to engage your coalition:

- Develop a Sustainability Plan
- Identify the elements that are most relevant to the coalition
- Determine how the coalition will implement the elements
- Identify additional training and Coalition Development Support: [training@cadca.org](mailto:training@cadca.org)

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## ***Taking It Home***

### **Creating Sustainability**

#### **Sustainability will:**

- **Build ownership among coalition members**
- **Help members envision the future direction of the coalition**
- **Engage community partners in addressing the coalition’s issues**
- **Share your work and progress to stay relevant**

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