


Building Safe, Healthy, and Drug Free Communities 

Soliciting Resources

Community Advisory Council Forum

Little Rock, Arkansas

March 19, 2018
Presenter: Colber Prosper

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Objectives

- Participants will learn how to develop a resource solicitation plan for targeted requests
- Participants will learn methods of solicitation

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Why it is so Difficult to Form Effective Community Coalitions

- Robert Wood Johnson Foundation- Fighting Back Grant
- Lack of regard to the complexities of the social structure of communities
- Six structural obstacles
 - Coalitions and their structures being poorly defined
 - Actual definition of the “community” is poor and not specific
 - Ethnic, race and class divisions
 - Effects of past narratives
 - Bringing everyone together
 - Decision making process


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Identify Potential Sources and Donors

Determine which:

- Individuals & organizations have an interest in achieving the coalition's goals
- Foundations and grantors are funding coalitions and "capacity"?
- Coalition members have connections to these individuals and organizations




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Determine Strategies to Obtain the Resources

Select funding strategies

- Asset Sharing
- Fee For Service
- Membership Dues
- Grants
- Line Item in a Govt. or NGO Budget
- In-Kind Contributions
- Fine Revenue
- Individual Donors
- Fundraisers




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Activity: Telling the Coalition Story

1. Who and what is your Coalition?
2. What are the key drug problems in your community?
3. Where is the Availability and Community Norms & Use?
4. What did / is your Coalition doing about the problems?
5. What has changed in the community? (include data)
6. What will the Coalition do next?



Use the Coalition "Story Telling" Template

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Community Sectors

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What is Being Sustained?

We are sustaining:

- The Coalition
- Specific Strategies





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Four Requirements to Sustain a Coalition

1. Volunteers and Partners
2. A credible process
3. Relevance to current community concerns
4. A Sustainability Plan

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1. Volunteers and Partners

The 6 R's for retaining Volunteers and Partners includes:

- Relationships
- Role
- Respect
- Recognition
- Rewards
- Results



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Four Requirements to Sustain a Coalition

1. Volunteers and Partners
2. A credible process—the SPF



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2. Credible Coalition Process

Planning Process Review

Can your coalition members:

- Conduct a community assessment?
- Develop a logic model?
- Identify and implement strategies?
- Evaluate your efforts?
- Build coalition capacity?



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2. Credible Coalition 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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2. Credible Coalition 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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Four Requirements to Sustain a Coalition

1. Volunteers & Partners
2. A credible process
3. **Relevance to current community concerns**



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3. Relevance to Community Concerns

Identifying community concerns helps to:

- **Identify** shared availability and hot spots.
- **Demonstrate** how issues interact.
- **Reframe** your issues.
- **Align** with champions of current hot button community issues.




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Four Requirements to Sustain a Coalition

1. Volunteers & partners
2. A credible process
3. Relevance to current community concerns
- 4. A Sustainability Plan**



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4. Develop a Sustainability Plan

To create a Sustainability Plan:

- a. Develop a Case Statement
- b. Build a list of current and future resource needs
- c. Determine strategies to obtain the resources
- d. Identify potential sources and donors
- e. Create Action Plans for obtaining the resources



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4. Develop a Sustainability Plan

A Sustainability Plan can be written for:

- Sustaining the coalition efforts – ensuring the coalition has enough resources to continue its efforts for the next 3- 5 years.
- Supporting specific strategies – such as public awareness campaigns, curriculum or training, law enforcement efforts.



SUSTAINABILITY
www.nadca.org

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Creating a Case Statement

A Case Statement is:

A written answer to key questions held by potential supporters

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



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Case Statement Worksheet

NADCA National Governors' Association
Coalition Sustainability
Don't Leave Your Change to Chance

Case Statement Worksheet

What is to be evaluated?
Why is it needed? (The answer is usually based on the results of the coalition's community assessment.)

Specifically how does the intervention or coalition make a difference? (The answer is usually based on the intervention's evidence base or the coalition's logic model and implementation plan.)

What is the unique role of the intervention or coalition? (The answer speaks precisely to what the intervention/coalition does that no one else in the community can do alone. What would happen if the intervention/coalition were away? (The answer is usually based on your coalition's strategic plan.)

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CADCA
National Community
Anti-Drug Coalition
Coalition Sustainability
Don't Leave Your Change to Chance

Case Statement Worksheet

Who is involved in the intervention/coalition?

Is the intervention/coalition cost effective?

When Customizing For A Specific Audience Or Donor

What specific resource is being requested?

Why is this issue the one being asked? (The answer usually highlights what part of the intervention/coalition is of special interest to them, what issue addressed by the intervention/coalition are of special interest to them, or how the donor is uniquely positioned to supply the needed resource.)

Who is involved with the effort that this donor knows or trusts? (Also this can address who is leading the coalition/coalition that would increase the donor's confidence in the coalition? The answer can help to answer a "hookline".)

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Building a List of Current and Future Resource Needs

Types of **resources** include:

- Human
- Social
- Material



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Build a List of Current Resource Needs

Inventory current resources needed to run the coalition including:

- Communication
- Space
- Supplies
- Technology
- Training
- Transportation
- _____




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Identify Future Resource Needs

- Ensures all future resources needs are considered
- Based on a projection of future coalition operations
- For some people it is challenging to predict future resource needs



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Identify Future Resource Needs

Five Year Budget					
Expense	Year 1	Year 2	Year 3	Year 4	Year 5
Communication					
Space					
Supplies					
Technology					
Training					
Transportation					
Other					
Total	—	—	—	—	—

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Identify Future Resource Needs

Methods to identify future resource needs:

- Static budget (same for every year)
- Line-by-line estimates
- Annual % Increase
- “Cost plus” (identify fixed costs and add estimates for strategies)



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Determine Strategies to Obtain the Resources

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Create An Action Plan

Action plan for contacts and requests

Identify what coalition members will do **NOW** to building relationships with **POTENTIAL** donors.

Develop plans to:

- **Engage** coalition members
- **Publicize** the coalition's successes
- **Connect** with potential donors

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Create An Action Plan

Identify coalition members to engage:

- **Who?**
- **Will do what?**
- **By when?**
- **Needing what resources to succeed?**
- **Who else should know?**

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Create A Sustainability Plan

A Sustainability Plan includes:

- A Case Statement
- A list of current and future resource needs
- Strategies to obtain the resources
- Potential sources and donors
- Action Plans for obtaining the resources




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Sustainability Plan Example



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Sustainability Plan Example

Template

**Sustainability Plan
Outline**

Vision: _____

Mission: _____

Core Statement: _____

Current Resource Needs: _____

Future Resource Needs: _____

Strategies for Obtaining the Resources: _____

Potential Donors: _____

Action Plans: _____

Contact Information: _____

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Sustaining the Coalition

What steps can you take now to start creating a Sustainability Plan?

- Develop A Case Statement
- Create A list of current and future resource needs
- Identify strategies to obtain the resources
- List potential sources and donors
- Make action Plans for obtaining the resources



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SUSTAINING COMMUNITIES

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Header Content Text (Calibri 18)

- This slide template is to be used for all content.
- These slides can be a combination of images and text.
- Ideal font and size for these slides is Calibri 16.

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