

# Fundraising Sustainability Roadmap

## Organizational or Program

### Focus On:

- ☐ Agency's track record of similar programs
- ☐ Your well-established agency success
- ☐ Strategic plan highlights
- ☐ Community reputation
- ☐ Long-tenured leadership
- ☐ Low-staff turnover
- ☐ Awards & citations
- ☐ Client testimonials

## Financial Related

How will program run after grant funding ends?

### If/Then

One-time only program?  
*Note this.*

Costs decrease after  
1<sup>st</sup> year?  
*Share this.*

Program addresses  
a growing concern  
where other funding  
is available?  
(e.g. Opioid crisis)  
*Emphasize this.*

Program leads to  
cost savings for  
the community?  
*Provide evidence.*

### State

If funding will  
attract a  
matching grant

Your agency's  
diverse revenue  
sources

May need to serve  
fewer people, reduce  
hours, or eliminate a  
location.

Program will become an  
agency budget line item,  
if applicable.

### List

Strong, long-term  
partners who may  
be sharing costs

Additional funders\*  
by name

In-kind and/or  
volunteer support  
if significant

*\*foundations, corporations  
already supporting  
or being approached*



### Three responses to avoid:

1. Predict a large increase in donations, unless you have evidence to back it up.
2. Suggest you will add a new fundraising event, as they often take years to generate meaningful revenue.
3. Say you will find more grants without specifically listing potential funders and timeframes.