

## Sustainability Plan Outline

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1. Introduction
2. Situation Analysis
  - a. Context, trends, issues
  - b. Current and future influencing forces
  - c. Institutional landscape
3. Identity
  - a. Mission, vision, values
  - b. Impacts, imperatives, and strategic goals
  - c. Core focus and strategic issues
4. Constituents
  - a. Segments: How the constituent relates to the cause
  - b. Core constituent: Demographics and psychographics profile
  - c. Publics and stakeholders
  - d. Offerings: Programs, products, services, issues, or campaigns
  - e. Outreach strategies: Marketing, public relations
5. Strategic alliances/ partnerships
6. Organizational Alignment
  - a. Structure: Roles, responsibilities, authority, and accountability
  - b. Competencies and functions: Skills, surplus and gaps
  - c. Systems: Information management and protocols
  - d. Culture: Collective attitudes and values
  - e. Coalitions and committees: Purpose, responsibility, accountability
7. Revenue Model
  - a. Funding needs
  - b. Sources
  - c. Projections
  - d. Policies and management
8. Transition and Implementation
  - a. Transition issues
  - b. Action plan