

Sustainability and Finance Tool 2

Tracking and Planning for Opportunities

INSTRUCTIONS

This tool contains two parts. Use the tracking form to document funding opportunities or in-kind support that has been identified. You should add to this list as partners share news about opportunities, which may occur via email, at meetings, or in hallway conversations. Use this tool regularly to assess how successful the coalition has been in seeking resources and to share ideas for becoming more successful in the future.

All SB coalitions, no matter which stage they are in, need to focus on obtaining additional support. You should regularly be on the lookout for funding opportunities and encourage partners to share information on opportunities of which they are aware. Seeking funding should be seen as a collective activity. The coalition might realistically pursue, as a group, funding opportunities that would be much harder for individual agency partners to obtain on their own.

Because funding is critical to the survival of community organizations, there are likely to be times when some of the partners in the coalition are competing against each other. Determining how to pursue funding is a strategic process that may lead to conflict. The SB initiative should always be thinking about what needs to be done to enhance the likelihood that the community can benefit from a funding opportunity. It may be in the community's best interest to have one organization assume the lead in pursuing an opportunity, and to recognize that having other organizations apply may be ineffective. However, sometimes members will decide to act in what they perceive to be their organization's self-interest. While not ideal, it is unrealistic to expect participants in a coalition to always pursue the strategy that maximizes the collective gain. The goal is to create an environment in which everyone can be upfront about funding opportunities and be willing to be direct about what their organization is and is not willing to do. If you take advantage of the strength of the coalition, you should be able to enhance funding opportunities for participating organizations and for the group as a whole. Success will increase the likelihood that partners will be willing to work together around funding issues.

Tracking Resource Development Opportunities

Opportunity for Funding or In-Kind Support (include the amount and when it is due)		Who can take the lead?	What role will the Smart Beginnings coalition play?	Does it count as matching funds for Smart Beginnings?		Outcome (Was the resource or funding received?) and Lessons Learned		
Opportunity		Name	Describe Role	Yes	No	Received	Yes	No
\$	00/00/00					Lessons		
\$	00/00/00							
\$	00/00/00							
\$	00/00/00							
\$	00/00/00							
\$	00/00/00							
\$	00/00/00							



1. What have we been doing well in regard to finding and pursuing opportunities for funding and other resources?

2. What are the obstacles that we have encountered?

3. What do we need to do better in order to be more effective at locating and pursuing funding and other resources to support our SB efforts?

4. What do we plan to do in the next year to make our coalition more effective in locating and pursuing resources?

5. How are we going to carry out the above plan? (Who will be responsible, what will they be doing, how will they be doing it, when will they report on their progress?)

[Empty response box]