

Sustainability Plan Outline

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