

Coalition Sustainability



Coalition Sustainability: Sustaining For The Long Haul

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**What does success look like for your
community in terms of changed or
new/improved behavior?**

**How will you know when you have
achieved that success?**

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Definition of Coalition Sustainability

A sustainable coalition has enough resources to intervene at the community level and can maintain these resources long enough to see community-level outcomes.

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Consider Sustainability Early

- It takes time to change community conditions so we need to secure the resources to “stay in the game.”
- Left to chance it is rare for these resources to appear.
- Like most coalition processes—sustainability planning is more likely to be successful if more members of the coalition participate.

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What is the make up of a sustainable coalition?

1. Leadership is visionary, strategic and inclusive.
2. Effective fundraising and financial management really matter.
3. Having the capacity to manage and deliver high quality strategies.
4. Strategic planning and evaluation.

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Leadership is visionary, strategic and inclusive

- Leaders who apply a mission-centered, focused and inclusive approach to decision making and inspire people to act upon them.
- Leaders who formulate and motivate others to pursue a clear vision.
- Ability to make necessary, cost-effective decisions that may be difficult.

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Effective Fundraising and Financial Management

- Construct cost-effective measurement to analyze financial data once program outcomes have been defined.
- Employees and volunteers who participate in both strategic and fund development planning will be better fundraisers.
- Build long term relationships with funders.
- Board must be actively, intentionally and formally engaged in attracting and cultivating donors.
- Diversification, engagement and relationship building.

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Having the Capacity to Manage High Quality Programs

- Provision of programs that actively evolve through lessons, evaluation findings and ongoing needs assessment.
- Distinguish among
 - Best Practices—maximize the likelihood of success
 - Necessary Practices—needed but not critical
 - Unnecessary Practices—a waste of resources

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Strategic Planning and Evaluation

- Collect and use high-quality data from program evaluation and gather stakeholder input for planning and strategy implementation efforts are significantly more sustainable than those that do not.
- Bring findings to the planning table and value the process of learning.
- Draw conclusions about what worked and how, when, and why it did to inform strategic planning.

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- **Does the coalition have the collective drive, confidence and ambition to sustain itself?**
- **If not, what needs to be done to move to this place?**

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Building drug-free communities.



Maintaining the financial and other resources required to do the work

- Coalitions need to attract support and to enter into relationships that produce new resources and funding. **Cultivate** relationships with potential funders over time:
 - Grant makers, funders
 - Elected officials
 - System leaders in the community

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Building drug-free communities.



Consider multiple funding strategies

- Define relationships early to consider the time limit of the federal grant
- Both in-kind and cash
 - Share
 - Charge
 - Ask
 - Earn

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Consider strategies today that may result in funding later

- Fines and fees for offenders
- New legislation
- Penalties for non-compliance
- Training
- Data collection and dissemination
- For profit business

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Four Things Coalitions Must Sustain

1. Strong volunteer & membership base.
2. A credible process.
3. Relevance to current community concerns.
4. The financial and other resources required to do the work.



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Resources

CADCA – Community Anti-Drug Coalitions of America
www.cadca.org

CADCA National Community Anti-Drug Coalition
Institute: Help & Technical Assistance –
Contact: 800-54CADCA x240
training@cadca.org