Sustainability Basics: How to Develop a Funding Strategy for Your Reentry Program

An effective sustainability strategy can increase your program recognition, expand your program partners and champions, and help secure reliable and consistent funding. Achieving program sustainability is an ever-evolving process. It includes developing a strategy about how you will build and maintain program capacity through effective **communications**, **branding**, and efforts to secure **funding**. This tip sheet focuses on **funding**. Please see the companion tip sheets for communications **c** and branding. **c**

Funding



Step 2

Next, think through what type of funder might be interested in funding some of your resource gaps. Don't limit yourself to only funders with a reentry focus. You might consider funders that would be interested in supporting specific components of your program like housing stability or employment. Now, make a list of potential funders and answer these questions:



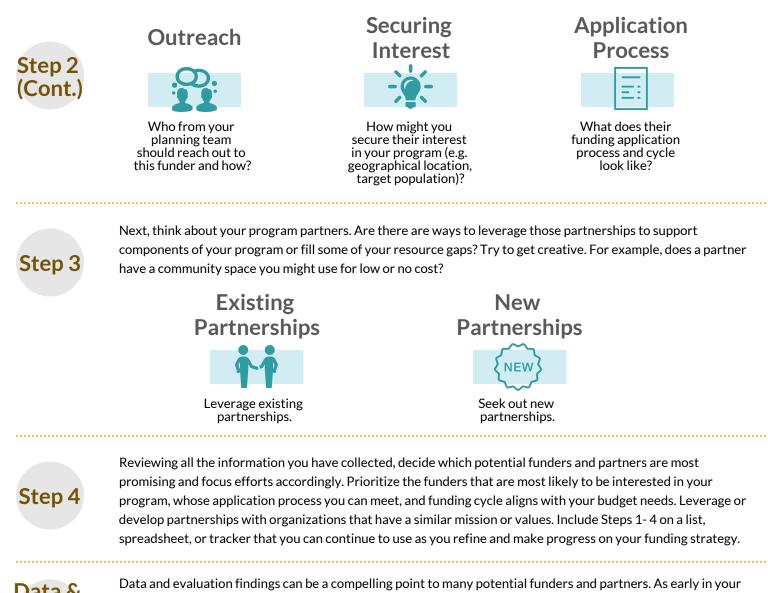
What category of funder are they (e.g. government, private)?



What other programs do they currently fund? Does your program align? Funder Relationship

Do you already have a relationship with this funder?

Funding (continued)



Data & Evaluation Findings

Data and evaluation findings can be a compelling point to many potential funders and partners. As early in your planning process as possible, answer key questions related to how data and evaluation findings can be used to set your program up for sustained funding. **Be sure you are capturing the data that will**:

Answer Questions

Answer the questions your funders will have about your program Tell Your Story

Provide a compelling narrative or tell a story with your data

Keep in mind that it is never too late to collect and analyze data. Even if your program is up and running, evaluation findings can help you understand how effectively your program operates and whether there are opportunities for improvement and growth.

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