BUILDING SUSTAINABILITY

Beyond School Bells
Nebraska Children and Families Foundation
Sustainable ELO Programs

- Positive outcomes
- Quality programming
- Strong, local partnerships
- Advisory council or "champions" group
- Effective management
- Known by community members and key stakeholders
- Multiple and diverse sources of funding streams
- Diverse types of funding streams
Sustainability is a process.

Identification, Planning, Outreach & Education

Deepen Engagement

Ongoing investment
Partnerships Build Sustainability.

- Schools
- Businesses
- Non-Profits
- Local & State Government
- Churches & Faith-Based Organizations
- Youth Development Organizations
- Parents and Families
- Foundations
Raise your ELO program's profile!

• Educate your community and key stakeholders about the importance of Expanded Learning Opportunities

• Utilize local media, invite people to visit your program and develop messaging tools
Effective Messaging Tools

- EFFECTIVELY & SUCCINCTLY communicate the importance of afterschool and your program.
- RAISES YOUR PROGRAM’S PROFILE.

= Builds long-term sustainability for your program
Getting Started: Initial Partnership Building Steps

1. Identify potential partners. Complete Community Scan worksheet.
2. Prioritize 3-4 partnerships
3. Utilize Partnership Analysis worksheet
4. Education/Outreach to targeted partners
5. Follow-Up

*View the “Identifying and Building Partnerships Worksheet” to take a closer look at these steps
Mapping Potential Partners

- Current partners—how to expand partnership

- New partners

- Both “traditional” and “non-traditional” partners.

*View the “Community Scan Document”*
Partner Analysis: Key Questions

- What can this partner offer our program? Think outside the box...
- How might this partner benefit from a partnership with our program? What does our program bring to the partnership?
- Could this partner play a role on our program’s community advisory group?
- What is our specific ask of this partner? Who would be best to make this ask?

*View the Partner Analysis Document and Sample Document*
Education & Outreach

- Develop Succinct Talking Points—and feel comfortable sharing them!
- Email program materials prior to conversations—one page program overviews, videos, etc
- Send the right messenger! Consider asking current partner/s to be a part of the conversation.
- Know what you are asking—be clear and have an initial “easy ask”.
- Leave materials with the potential partner
- Invite them to visit your program!
- Follow-up in timely manner
Developing a Sustainability Plan...

Utilize free Beyond School Bell resources

www.beyondschoolbells.org

- Building Local Partners & Sustainability Toolkit and Resource Guide
- Building Sustainability Webinar Series
- National Resources

Attend Beyond School Bells Statewide ELO Professional Development Sessions