


## Success Factors for Sustainability

At Thurlow/Associates, our mission is to help nonprofits achieve lasting impact. In keeping with this, our approach addresses not only clients' immediate goals and needs, but also — through a blend of fund development, organization development and communications — strengthens competitiveness and sustainability.

In practice, we see again and again that sustainability requires more than passionate engagement and the ability to demonstrate mission-driven impact — although these are vital! It also requires strong policies, systems, processes and resources that support scaling of your impact over time.

Take a moment to review the chart below. It offers a partial summary of sustainability factors. Where does your organization lie on the readiness spectrum?

<b>CAPACITY ITEM</b>	<b>YES</b>	<b>IN PROCESS/ NEEDS UPDATING</b>	<b>NO</b>
<i>We have a written strategic plan in place.</i>			
<i>We have a written fund development plan that supports our strategic plan.</i>			
<i>We have strong financial policies that comply with all relevant regulations and that are documented in writing.</i>			
<i>We have a fundraising budget that supports fund development, reflects realistic goals and provides prospective donors with information they need for decision-making.</i>			
<i>An up-to-date prospect identification pipeline, tiering system and well-maintained tracking system are all in place to guide fund development and help maximize return on investment.</i>			
<i>Our well-crafted case for support is documented in writing and includes case stories and data that demonstrate our impact.</i>			
<i>We maintain an up-to-date stewardship plan and calendar that guide timely communication, reporting and resolicitation.</i>			
<i>We have board-approved policies in place for gift acceptance, donor recognition, board philanthropy, and other important fund development practices. We review these regularly and update them as needed.</i>			
<i>Every member of our board and staff understands the role they play in fund development and is able to communicate a personalized, concise case for support.</i>			



Of course the above is not an exhaustive list. There are other factors that should be considered. Let us know if you'd like us to help with a more complete analysis of your organization — or if you need help to further strengthen your sustainability. Whether your nonprofit is just starting out, restructuring, or simply in need of updated materials and policies, Thurlow/Associates is available to help.

*To learn more about sustainable organizational planning, contact us today for a no-cost consultation. You can reach us at (310) 675-6497 or at [hello@thurlowassociates.com](mailto:hello@thurlowassociates.com).*