



Drilling Deeper into the
Finance Strategy:
Resource-Saving
Nuggets for the Long-
Term

John Brothers

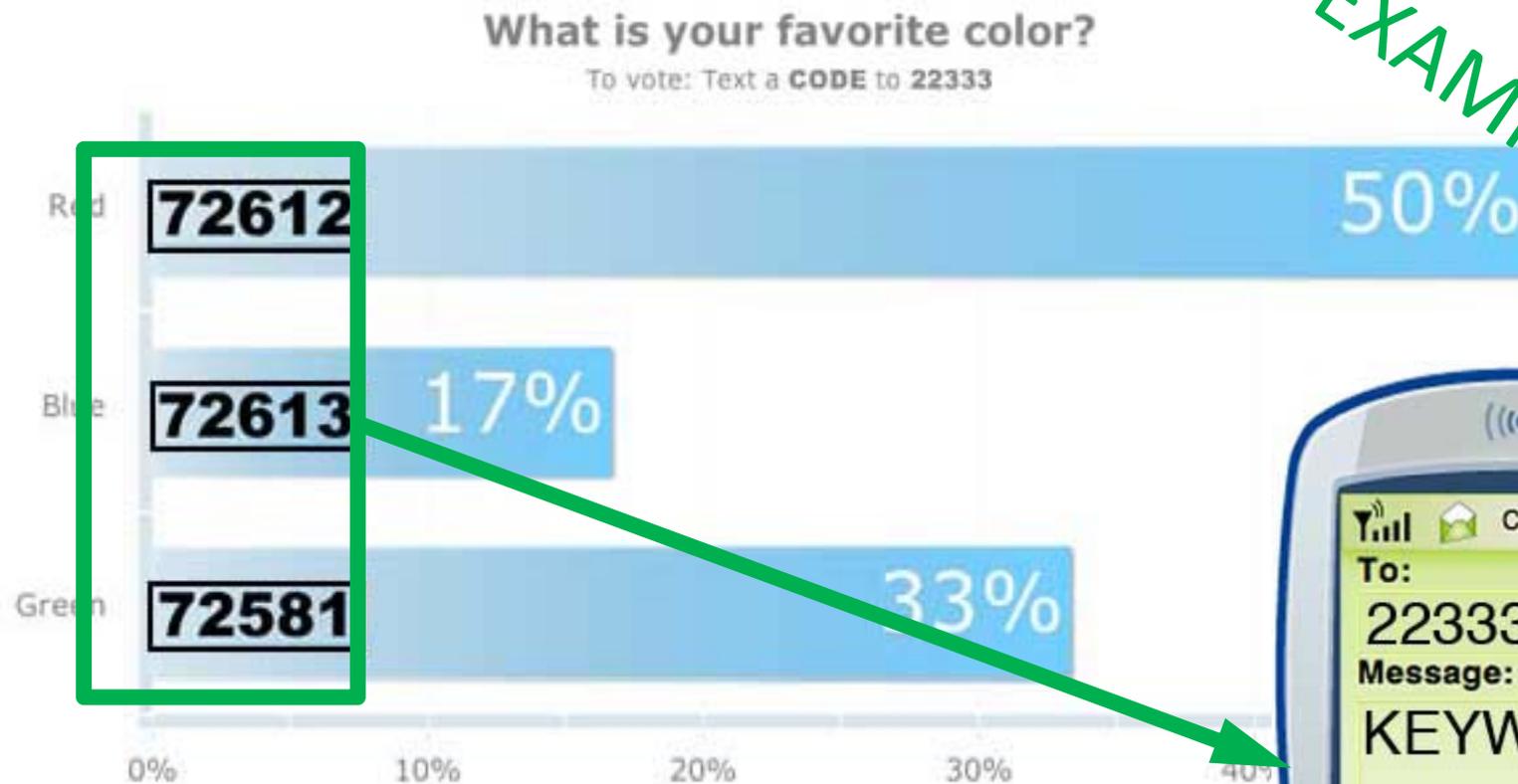
Cuidiu Consulting

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How To Vote via Texting

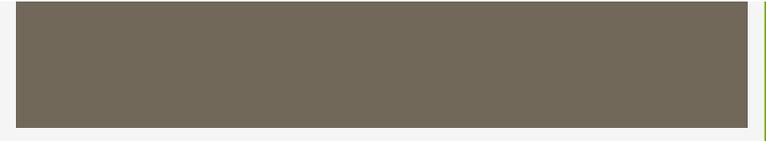
EXAMPLE



1. Standard texting rates only (worst case US \$0.20)
2. We have no access to your phone number
3. Capitalization doesn't matter, but spaces and spelling do

TIPS

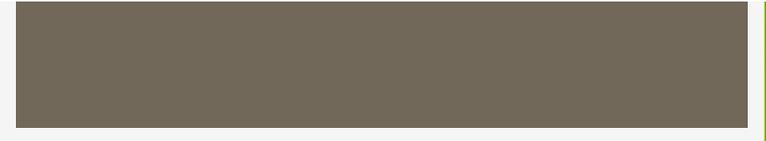




Poll: Forget long-term sustainability. I am...

Forget long-term sustainability, I am worried about meeting next year's budget.

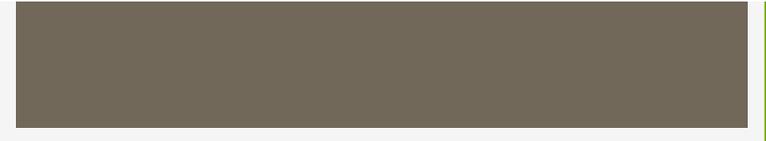
- Income Re-Generation Through Collaboration
- Look at Existing Funding Lines
- Recognize, Prioritize and Re-Shift



Poll: Under our system, long-term sustainab...

Under our system, long-term sustainability is hindered by bureaucracy.

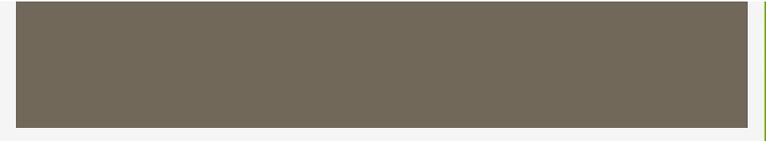
- Using Your Collaboration – Fiscal Agents
- Finding Wiggle Room in Tight Structures
- Creating Internal Community Champions



Poll: We have very few funding relationship...

We have very few funding relationships or partnerships to use to help us get to the next level.

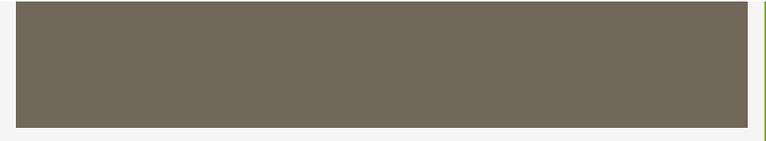
- Outline Your Case – The Case Statement
- 6 Degrees to Kevin Bacon & Your Hit List
- Dressing Up & Stepping Out Publically



Poll: Our effort's results are largely unkn...

Our effort's results are largely unknown outside of immediate program community.

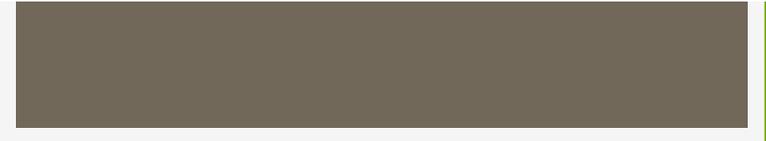
- Using Media Outlets – Creative Approaches
- Re-Upping the Partnership's Web
- Social Media and Communication Systems



Poll: I would have a hard time selling the ...

I would have a hard time selling the heart of our program in 30-seconds if on an elevator with Bill Gates.

- Developing Multiple Sales Angles
- Getting Comfortable With Sales
- Mapping Out Your Approaches



Poll: I can count on my hand the number of ...

I can count on my hand the number of funding opportunities that I know of.

- Lock Everyone in a Room – More Hands
- Using Your Fingers - Turn Dry Rocks Into Streams
- Managing the Current



*Ready, Set, Go – Develop and
Executing A Strategy*

- What strategy is culturally right for you?
- Developing Strategy – Realistic Benchmarks
- How to Embed Accountability

Questions?

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