



Health Profession Opportunity Grants



**Sustainability Breakout:
Building Your Case for Support
Annual Grantee Meeting
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Session Objectives

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As a result of the session, you will:

- **Identify an audience** for building a case for support as part of your sustainability plan
- Articulate **what that audience needs** and what you can provide to them
- **Clarify a specific need** for sustainability of a program component
- Develop and practice a **3-minute pitch/presentation**

Session Overview

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1

Brief Pillar Review

2

Building a Effective Case for Support Basics

3

Your Audience Needs and How You Can Help Them

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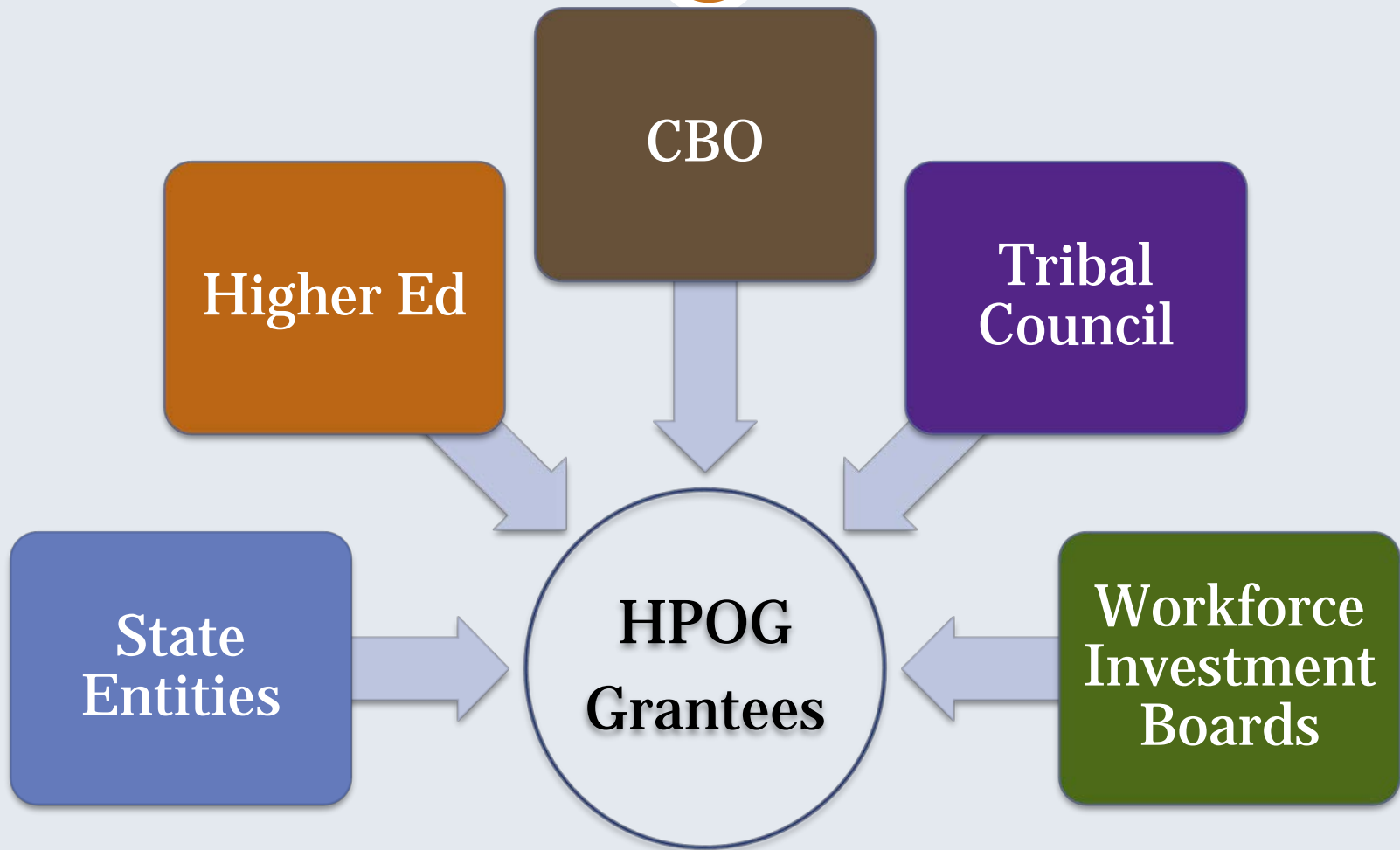
6 Mistakes to Avoid and Components of an Effective Pitch

5

Support Pitch Practice and Feedback

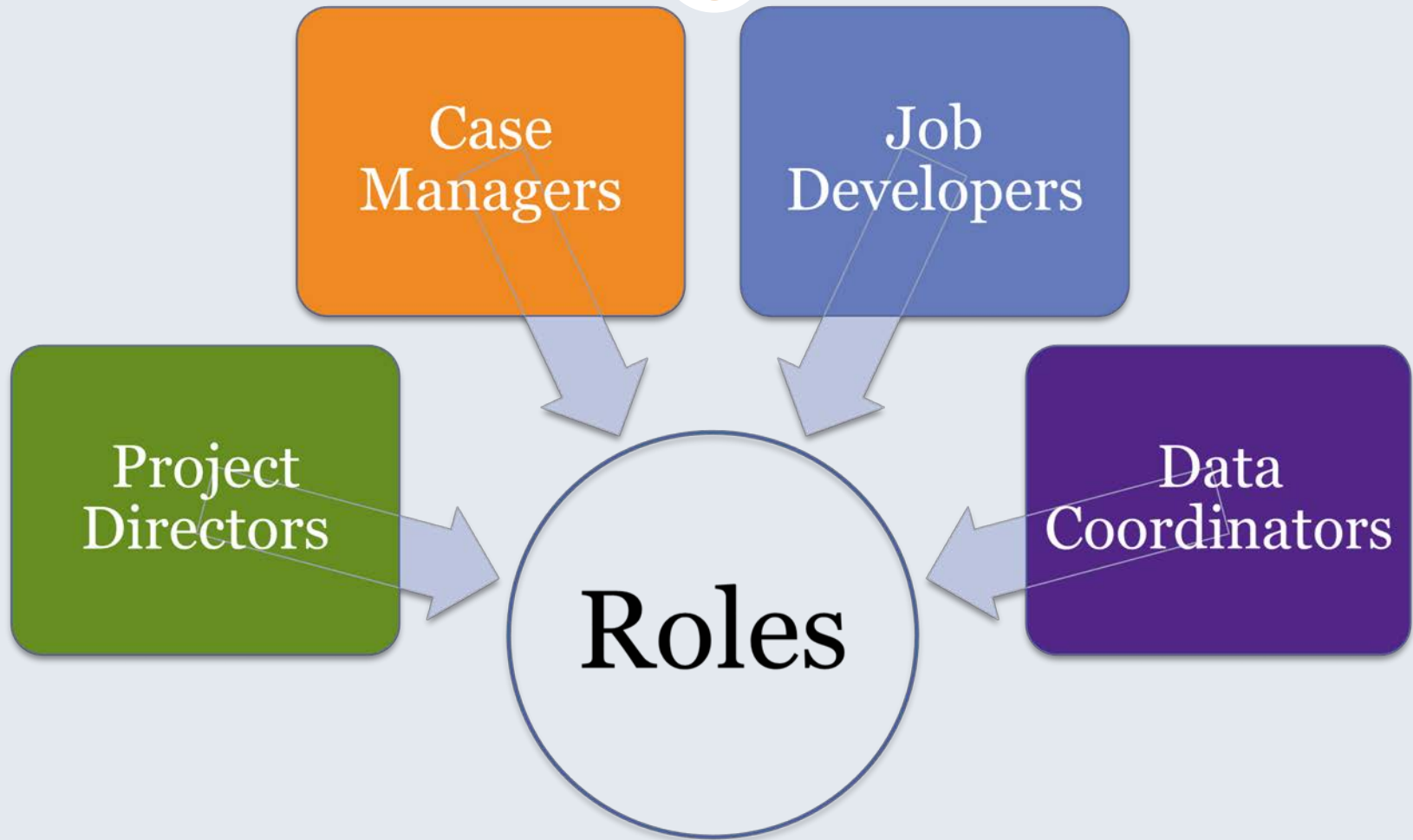
HPOG Grantee Types

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HPOG Grantee Roles

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What to Sustain?

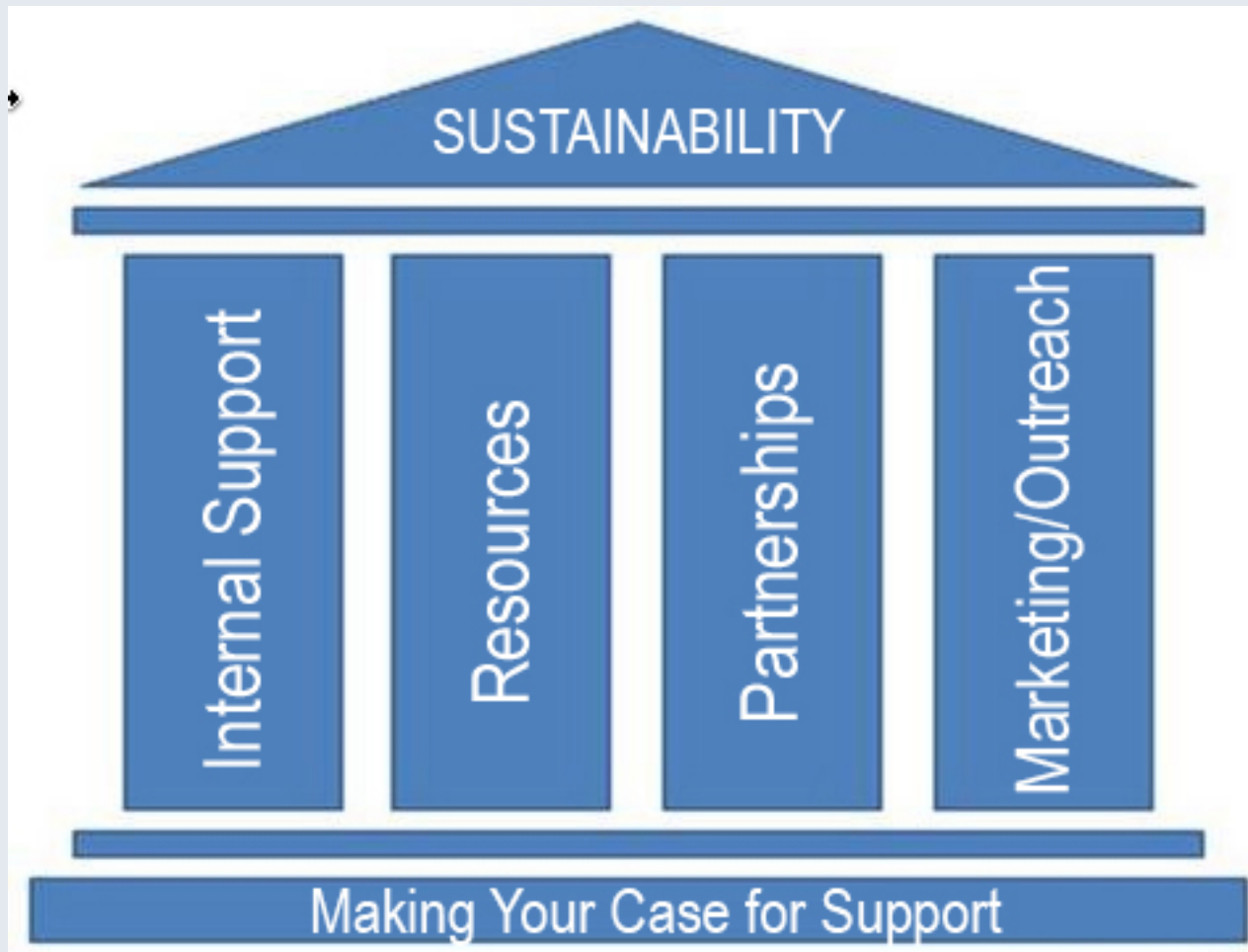
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- **Occupational Skills Training**
 - Allied Health
 - Long-term Care
 - Child Care Health Advocates
 - Health Information Technology
 - Nursing
- **Basic Skills Training**
- **Supportive Services**
 - financial aid
 - child care services
 - case management
 - other supportive services
- **Job Development**
- **Career Pathways**
- **Other**



The 4 Pillars of Sustainability

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Building Case for Support

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1. What need/problem do you address?
2. What are the barriers?
3. How are you responding to meet the need?



Building Case for Support

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4. How do your offerings align with other community programs? What's unique? What's not?
5. What is your desired outcome? How do you know you are on track?
6. What's the win-win? Why should others want to actively support your efforts?

Your Turn: Build Your Case 1 (10 min)

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Using the worksheet:

1. **Pick one pillar to focus on for the session**
2. **Pick a specific need for sustainability**
3. **Identify one key audience**
4. **Brainstorm their needs and what might resonate with them**

Your Turn: Peer Discussions (15 min)

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- **Move to the table for the pillar/audience you selected**
- **Share your ideas and past experiences with your peers**

What's Your Current 'Schtick'?

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- How do you explain what you do:
 - Informally
 - In a presentation



Mistake 1: Starting with History

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Mistake 2: Program/Model Focus

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Mistake 3: No Reference to Issue

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Mistake 4: No Data - Only Platitudes

16



Mistake 5: Asks – Too General or None

17



Mistake 6: No Benefits to Audience

18



Grab Attention: WOW Your Audience

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- **What Community Problem are you the solution to?**
 - Who/how many are affected?
 - Consequences? Why should I care?
- **What Do You Do? What's the “sexy” summary?**
- **What is Your Track Record?**
 - What success have you had?
 - What outcome data? What client changes?
 - Is there a great story that paints the picture?
 - How have you leveraged your resources?

Making the Ask or Pitch

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- It's NEVER just about creating “awareness”
- What do you need specifically?
 - New ways to frame requests for \$\$\$
 - What else beyond dollars
- Is there any mutual benefit?
 - e.g., how might THEY benefit?

Why are YOU a GREAT investment?

Your Turn – 10 min

21

**Using the Worksheet,
Develop A Support Pitch
for the Audience and
Need You Identified**

Your Turn – 15 min total

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In Triads:

- Tell your partners who they are (audience)
- Share your 3 min pitch
- Get feedback
- Switch and repeat
- Switch and repeat

Wrap Up

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**What are Your Key
Takeaways?**

Contact Information

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