Tools of the Trade

Promote Your Program & Address Sustainability—Checklist

September 2018 – Beta Version

Welcome to the Promote Your Program & Address Sustainability Checklist – part of the Coffey Consulting's Tools of the Trade – Resource Guides and Workbooks to help you hit the "pause button" as you plan and implement your program. Completing this checklist will help:

☑ Confirm your program's missing pieces
☑ Determine how best your Coach can assist you in achieving goals and objectives
☑ Verify the Resource Guide and Workbook pages that are most relevant to your needs

There are lots of ways to use this form. Your leadership team can fill it out or you can have your core staff members complete and then compare responses. The second approach provides opportunities to consider consistent and inconsistent beliefs and practices among staff members, setting the stage to get everyone on the same page. Either way, you may want to consider using this checklist after about a month into your planning phase.

Promote Your Program

1. **When it comes to program promotion, do you have specific messages for each of your target audiences?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

2. **Does your organization have a 30-second pitch?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

3. **Do you have a promotional plan?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

4. **List the organizations that promote your program below:**

Are additional messengers needed to promote your program?

- ☐ Yes
- ☐ No
- ☐ Unsure

5. **What strategies do you use to promote your program? (Check all that apply)**
   - ☐ Website
   - ☐ Social media
   - ☐ Word of mouth
   - ☐ Newspapers
   - ☐ Flyers
   - ☐ Billboards and bus placards
   - ☐ Television and radio interviews and ads
   - ☐ Outreach through your partners
   - ☐ Other _____
   - ☐ Unsure

   What are your go-to promotional tactics from the list above?

6. **Are there media outlets that you have not been able to engage (specific television or radio stations for example)?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

7. **Think about the promotional tools that you use and their impact. We are: (Check responses that apply)**
   - ☐ Happy with the tools we currently use
   - ☐ Not satisfied with our current tools, but with some tweaking they will do
   - ☐ Not satisfied with our communication strategies, and we need to go back to the drawing board
   - ☐ Unsure

8. **Has your organization put together a promotional campaign prior to being awarded this U.S. Department of Labor RP grant?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

If you answered, "yes," what are the lessons learned? List them below:

Steller Activities	Not Worth Repeating

9. **Are you documenting your promotional success?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

Address Sustainability

1. **What challenges do you face in regards to sustainability? (Check all that apply)**
   - ☐ We don't know what we'd want to sustain long term
   - ☐ There's too much competition for the same kind of funding in our community
   - ☐ We don't have the data to back up our program's sustainability
   - ☐ We don't have someone specifically on staff who addresses these issues
   - ☐ Other _____
   - ☐ Unsure

2. **Think about the future and the funding beyond when your grant(s) end. Based on your current activities, what elements are critical to your mission and must be sustained over time? (List them below)**

   What elements are not? (List them below)

3. **List your funding streams here, as well as the timeline that the funding will cease:**

Funding Source	Funding Timeline

4. **Given your current sources of funding, is your program viable for: (Check the answer that applies)**
   - ☐ The duration of the grant only?
   - ☐ One year after your current funding streams cease?
   - ☐ Two years after your current funding streams cease?
   - ☐ Well into the foreseeable future?
   - ☐ Unsure

5. **Do you have a funding search strategy in place?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

Thank you for completing the Promote Your Program & Address Sustainability Checklist. We hope that this experience provides opportunities to help you confirm your progress. Share results with your Coach to confirm how the Tools of the Trade: Promote Your Program & Address Sustainability—Resource Guide and Workbook can help you.