Promote Your Program & Address Sustainability
YOUR STAFF Checklist
Intermediary Grantees

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

As an Intermediary Grantee, you have the dual responsibility of evaluating your program's progress, as well as your sub-grantees' ability to deliver on their promises. As such, two checklists are provided.

Your leadership team can fill out the forms or you can have your staff members complete and 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.

Answer the following questions as an Intermediary Grantee, evaluating your own program's progress.

Promote Your Program

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

2. **Does your current USDOL-funded Intermediary grant have a place within that 30-second pitch?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

Address Sustainability

1. **What challenges does your current USDOL-funded program 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 this particular 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.

Promote Your Program & Address Sustainability
SUB-GRANTEE Checklist
Intermediary Grantees

September 2018 – Beta Version

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- ☑ 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 which are most relevant to your needs

As an Intermediary Grantee, you have the dual responsibility of evaluating your program's progress, as well as your sub-grantees' ability to deliver on their promises. As such, two checklists are provided.

Your leadership team can fill out the forms or you can have your staff members complete and 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.

Answer the following questions as the entity which tracks the progress of your sub-grantees.

Promote Your Program

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

2. **Do your sub-grantees have a 30-second pitch?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

Are those 30-second pitches similarly branded?

- ☐ Yes
- ☐ No
- ☐ Unsure

3. **Do your sub-grantees have promotional plans in place?**
   - ☐ 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 your sub-grantees 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 their go-to promotional tactics from the list above?

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

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

   Are YOU: (Check responses that apply)
   - ☐ Happy with the tools currently in use
   - ☐ Not satisfied with their current tools, but with some tweaking they will do
   - ☐ Not satisfied with their communication strategies, and they need to go back to the drawing board
   - ☐ Unsure

8. **Have your sub-grantees put together promotional campaigns prior to being awarded this U.S. Department of Labor RP grant?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

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

Steller Activities	Not Worth Repeating

9. **Are sub-grantees documenting promotional success?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

Address Sustainability

1. **What challenges do your sub-grantees face regarding sustainability? (Check all that apply)**
   - ☐ They don't know what they'd want to sustain long term
   - ☐ There's too much competition for the same kind of funding in our community
   - ☐ They don't have the data to back up their program's sustainability
   - ☐ They 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 sub-grantees' 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 sub-grantees' funding streams if you can, as well as the timeline that the funding will cease:**

Funding Source	Funding Timeline

4. **Given their 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 your sub-grantees have a funding search strategy in place?**
   - ☐ Yes
   - ☐ No
   - ☐ Unsure

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