

## Tool 5: Developing Your Sustainability Outreach Approach

List your potential sustainability partner, needed resources and outreach approach in the chart below. As you work through each phase, record your key decisions, findings, and progress.

Background		Phase 1: Exploration			Phase 2: The “Ask”			
Partner	Needed Resources	Contacts	Who Is Responsible?	Findings	“Ask” Strategies	Required Materials	Who Is Responsible and By When?	Results and Next Steps
<i>Person, group, or agency from whom you intend to request support</i>	<i>Specific type of support you intend to pursue (e.g., budgetary line item, grant, donated goods or services)</i>	<i>Person with information and insights about the potential source of support</i>	<i>Person who will talk to the initial contact</i>	<i>Is the potential source of support a good fit? If so, what’s the best way to proceed?</i>	<i>How, and to whom, to make your formal request for resources/ revenue</i>	<i>Materials for making the request (e.g., written letters or proposals, PowerPoint slides, talking points)</i>	<i>Person who will lead the work and people who will help complete the work Completion and submission deadlines</i>	<i>Has the request been granted/ denied? Is follow-up required?</i>

Use the template below to create your own elevator pitch to a potential partner.

Pitch component	Key Questions	Your Pitch
<b>The Three 'W's'</b>	<p>Who are you and who do you represent?</p> <p>What do you or your organization do?</p> <p>Why do you do this work? What need are you serving?</p>	
<b>Your Sustainability Goal</b>	<p>What specifically are you trying to accomplish that will advance your sustainability efforts through this partnership?</p>	
<b>Compelling reason to care</b>	<p>Why should this partner care about your work?</p> <p>What reason(s) can you give this person that will inspire them to support your work?</p>	
<b>Additional explanation</b>	<p>What is the value-added to the potential partner of collaborating with you?</p> <p>How will their participation benefit you and your organization?</p> <p>What are potential barriers to working together? How will you address these barriers?</p> <p>What else might they need to know about your 'ask' of them?</p>	
<b>Call to action</b>	<p>What specifically are you asking this person or organization to do?</p> <p>What are the immediate next steps that you would like them to take?</p>	