

A Blueprint for
Sustained Momentum:

Discovering the Five Pillars
of Your Program

Course Description

This workshop introduces a simple five-pillar framework: Data, Funding, Partnerships, Champions, and Purpose.

In a group case study, you will assess and reinforce an identified weak pillar to create an actionable blueprint for sustained momentum.

Data

Funding

Partnerships

Champions

Purpose

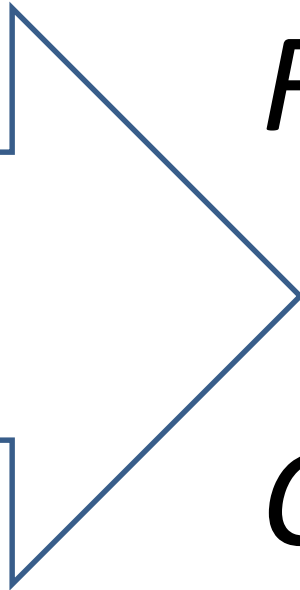
*Sustained
Momentum*



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Data



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Funding

Partnerships

Champions

Purpose



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Data

(Elevate & Amplify)

Data isn't just for reports; it's your most powerful storytelling tool.

Your impact remains invisible and you sound like everyone else asking for money.

$$B = K S A$$

Behavior Change
(past 30 day use
of 8th graders)

Knowledge

Skill

Attitude [perception of harm]

B = K S A

Challenging to Measure

Behavior Change
(past 30 day use
of 8th graders)

Different class each year.

Easy to Measure

Knowledge (pre/post test)

Skill (pre/post ability)

Attitude [perception of harm]
(pre/post test)



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The Stages of Change Model, aka the Transtheoretical Model

1. **Precontemplation:** Individuals have no intention to change behavior in the foreseeable future and are often unaware or under-aware of their problems.
2. **Contemplation:** People are aware that a problem exists and are seriously thinking about overcoming it but have not yet committed to taking action.
3. **Preparation:** Individuals intend to take action in the next month and have unsuccessfully attempted to change in the past year.
4. **Action:** People actively modify their behavior, experiences, or environment to overcome problems, requiring considerable commitment of time and energy.
5. **Maintenance:** Individuals work to prevent relapse and consolidate gains, typically defined as sustaining the new behavior for at least six months.

B = K S A

“Inspect what you Expect”

If you are not measuring it,
how do you know if it is effective?

Why do it, if you don't measure it ?

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Funding (Innovate)

Diversify to thrive.

Federal grants are one stream, not the ocean.

Risk if Weak:

Your entire mission collapses when a single grant ends or political priorities shift.

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Partnerships (Lean In)

Move from transactions to transformations.
Find shared goals, not just shared contacts.

Risk if Weak:

You work in a silo, duplicate efforts, and miss huge opportunities for impact.

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Champions (Cultivate)

Champions are force multipliers.

Stop doing all the talking yourself.

Risk if Weak:

You have no authentic voices in the community backing your work, making you seem like an outside agenda.



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Purpose

(Stay Grounded)

You cannot pour from an empty cup.
Sustainability starts with your team's well-being.

Risk if Weak:

Burnout leads to high turnover,
loss of institutional knowledge,
and a cynical, ineffective culture.



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Five Strong Pillars

1. **Data:** Your measurement and storytelling.
2. **Funding:** Your financial innovation and sustainability.
3. **Partnerships:** Your cross-sector collaboration.
4. **Champions:** Your advocacy and leadership pipeline.
5. **Purpose:** Your mission and personal resilience.

Five Strong Pillars Five Action Steps

Data- Elevate & Amplify

Funding- Innovate

Partnerships- Lean In

Champions- Cultivate

Purpose- Stay Grounded



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Data

(Elevate & Amplify)

Every statistic has a human face, every trend tells a story about your community's future.

Your job is to be the translator.

Data

(Elevate & Amplify)

Your Actionable Step:

Take one key data point from your last report and flip it into a one-sentence story you could tell a busy community member in an “elevator speech.”

Funding (Innovate)

Build a diversified portfolio so that no single funder holds the life of your mission in their hands.

Funding (Innovate)

Your Actionable Step:

Audit your current funding mix.

What percentage of your budget is from a single source?

What one thing could you do this year to start building that 20%?"



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Partnership (Lean In)

Move from a contact list to a coalition, from 'my mission' to 'our mission.'

Partnership (Lean In)

Your Actionable Step:

Brainstorm one non-traditional partner from your community and one shared goal you could work on together.

Champion (Cultivate)

Champions are the authentic voices that lend credibility to your data.

Champion (Cultivate)

Your Actionable Step:

Identify one person in your network who fits each category on the spectrum.

Who is your Speaker?

Your Connector?

Your Advocate?"



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Purpose

(Stay Grounded)

You cannot pour from an empty cup.

Purpose

(Stay Grounded)

Your Actionable Step:

Commit to trying 'The Pause'
in your very next team meeting.

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