WELCOME PLANNING GRANTEES
What do you hope to get out of this Partnership Meeting?
Accomplishments and Challenges

What successes have you had to date? (Programmatic or Network Development)

What challenges are you facing? (Programmatic or Network Development)

How are you addressing the challenges? (Other grantees offer suggestions for addressing challenges)
Welcome Network Planning Grantees

Make a Statement: A Step to Support Your Network’s Sustainability

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Goal

Prepare you to write a compelling Network Statement
What is a Network Statement?

A short narrative that describes the underlying reasons for, and aspirations of, your network...

*in a compelling way*
Why write a Network Statement?

To create a communication piece that enlists support and engagement for your Network, similar to:

- Leadership Story
- Fundraising Prospectus
- Elevator Speech
Key Attributes

Vision and Charter
• Agreement and Alignment
• One voice
• Not project-focused

Partners and Participants
• Authority
• Front-line perspective
• Perspectives
• Resources
• Knowledge
• Styles

Leadership Structure
• Distributed
• Shared
• “Deep and wide” involvement and accountability

Relationships
• Mutual Trust
• Ability to have difficult conversations
• Having each other’s back
• Safe environment for risk taking
• Transparency
• Confidentiality

Culture of Innovation
• Assuming change is inevitable
• Part of the organizational DNA
• Placing value on learning together
• Willingness to try new things
A Network Statement
Includes:

- Your Network’s reason for existence
- The vision of your ideal future
- How your Network contributes to your ideal future
- Why your Network is best suited for that role
- What your Network has accomplished toward achieving your ideal future

Explains why people outside your Network should care about what you are doing.
5 Questions to Consider When Writing Your Network Statement

1. Whose lives, primarily, are you out to change?
2. What’s at stake (for those lives) if you succeed or fail?
3. What does the ‘Promised Land’/Ideal Future look like?
4. What are the obstacles to reaching the ‘Promised Land’/Ideal Future, and how will you help overcome them?
5. What evidence can you offer that you can really make that future happen?

Source: The Mission: Why Leadership = Storytelling
https://www.google.com/amp/s/medium.com/amp/p/71877abfe1f0
A Network Statement IS...

- **Shared**: Reflects stakeholders’ shared aspirations
- **Engaging**: Uses vivid language that draws attention and interest
- **Compelling**: Invites participation and investment
- **Easily Understood**: Makes sense without a lot of additional explanation
A Network Statement is NOT...

- A reiteration of your vision and mission
- A listing of your Network’s goals and objectives
- A description of all of your Network partners
- A summary of your Work Plan

Tip:
Do not use the project description written in your Network Planning proposal, or cut and paste your mission statement, as your Network Statement.
When Writing Your Network Statement …

→ Be Succinct
Include no more than two short paragraphs

→ Avoid Jargon
Use simple, non-technical terms

→ Be Selective
Choose impactful stats/data

→ Gain Consensus
Include all your Network partners

→ Make it Meaningful
Tell why your audience(s) should care
The Opening Statement

**THIS**

Our community has its challenges, like any other, but it also has always had a spirit of connectedness.

Every day, all across our state, families struggle with making very difficult decisions about life-sustaining treatments for the people they care most about.

An unhealthy diet and physical inactivity contribute to or aggravate many chronic diseases and conditions that limit the productivity of those who live in our county.

**NOT THIS**

Our network was created in 2012 to try to manage the cost of health care in our community and, in so doing, help keep our hospital from closing its doors.

Georgia Health Decisions, a non-profit organization, developed a program to help people complete advance directives.

Our Community Health Needs Assessment indicated that 20% of the residents in our county are overweight or obese.
The Closing Statement

**THIS**

We are more confident than ever that our healthiest days are ahead of us, because we are going to create them together.

We want to continue to help families have the gift of peace of mind by knowing their loved ones’ wishes.

We need to keep the pressure on, using approaches and strategies that have proven successful in getting members of this community to eat better and exercise more, thus reducing their weight and their vulnerability to chronic disease.

**NOT THIS**

The network will continue to write grants to keep it going.

We want to make our Advance Care Planning Guide available to everyone in Georgia.

After trying a number of approaches, we have found that walking programs at workplaces, general health awareness campaigns, and obesity interventions specifically targeted to schoolchildren are the most effective in bringing about changes in the exercise and eating habits of our community.

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Make a Statement: A Step to Support Your Network’s Sustainability | CRL Consulting
Example: Network Statement

Anytown Health Network

The health of a community’s children is an indicator of the well-being of the community as a whole. Unfortunately, the well-being of children in our Southwest Tennessee area is at risk due to soaring rates of childhood obesity. Childhood obesity is associated with various health impacts, such as diabetes, heart disease, gastrointestinal disorders, and certain orthopedic problems; in addition, obesity in children is related to increased morbidity and mortality rates in later life. This is one reason why scientists believe this generation of children could be the first to have a shorter lifespan than their parents.

Partners of the Southwest Tennessee Health Network came together in 2016, to improve the lives of our children by addressing childhood obesity. We have embarked on this mission by establishing our community coalition and creating a community health improvement plan. Our momentum is growing as we expand our partnerships and focus our efforts on educating and engaging at-risk families and encouraging environmental and policy changes to support healthy behaviors in our children. We are excited about our ability to bring our community together to create a healthier future for everyone.
Call to Action

If you are creating a Network Statement for the first time...

• Brainstorm with your members about the key impressions you want to impart
• With a small wordsmithing committee, draft a statement
• Select some friendly people to test and comment on it
• Edit and present to your Network Members for consensus and approval

If you already have such a statement or are more advanced as a Network...

• Think of a person/organization that you might approach to join your Network or ask for funding
• Tailor your Statement for this specific purpose
• Test it on some friendly people and ask for comments
• Edit and present to your Network Members for consensus and approval
Uses for Your Network Statement

- Presenting your Network as an opportunity for the community
- Recruiting new partners to your Network
- Spreading the word about your Network to stakeholders
- Fundraising
- Framing the detail of your Strategic Plan
- Summarizing your Network entry for the Source Book
• Make a Statement - A Tip Sheet to Support Your Network’s Sustainability
  www.crlconsulting.com/grantee-portal

• The Big Mistake That’s Hurting your Nonprofit (and How to Fix It)
  https://www.joangarry.com/nonprofit-elevator-pitch-1/

• Create a Stellar Elevator Pitch for Your Nonprofit Organization
  https://www.classy.org/blog/creating-a-stellar-elevator-pitch-for-your-nonprofit-organization/

• The Mission: Why Leadership = Storytelling
  https://www.google.com/amp/s/medium.com/amp/p/71877abfe1f0
PARTNER ENGAGEMENT

Eric Baumgartner, M.D., M.P.H., Facilitator
Technical Assistance Coach, CRL Consulting

Lyle Kennedy, R.N., Network Director
Northeast Arkansas Opioid Coalition, AR

Cristina Gair, Executive Director
West Mountain Regional Alliance, CO

Richard Wittberg, Ph.D., Washington County Health Commissioner
Hopewell Health Centers, OH
Demonstrate how deliverables contribute to your Strategic Planning process and relate to the Sustainable Network Model

Review the Strategic Planning Template
• Stage the timing of the deliverables to support the Strategic Planning Process

• Build toward the Strategic Plan while supporting both infrastructure and programmatic development

• Relate the process to the Sustainable Network Model

• Design tools that have value beyond the grant cycle

• Avoid busy work and duplication of effort
Strategic Planning as a Process

- Completed over several months; not through a one-time event
- Includes partners in a meaningful way
- Elicits partner perspectives, aspirations, and commitments
- Requires collection and reflection of both quantitative and qualitative data
- Considers policies and trends
- Is on-going and adaptive
Components of a Strategic Planning Process

• **Bring partners together to address a common challenge** (MOUs, by-laws, policies/procedures)

• **Agree on your purpose** (vision, mission...)

• **Understand your context** (SWOT analysis tools)
  • External Environmental Scan
  • Network Organizational Assessment

• **Develop focus areas and strategies** (goals/objectives, sustainability)
Strategy of **Process and Deliverables**

- Early months of grant devoted to bringing partners together, exploring areas for programmatic focus

- External Environmental Scan and Network Organizational Assessment = SWOT focused on rural health networks

- Network Statement is an early asset to communicate about your network
Relation to **Strategic Plan**

- **Network Statement**
  - Concise and compelling story of your Network
  - Included in the Strategic Plan

- **External Environmental Scan**
  - Summary included in Strategic Plan
  - Programmatic goals and objectives based on data from the Scan

- **Network Organizational Assessment**
  - Summary included in Strategic Plan
  - Adaptive goals and objectives based on data from the Assessment
Relation to *Sustainable Network Model*

- Identification of relevant data for External Environmental Scan and individual completion of Network Organizational Assessment = **Scanning**

- Partners coming together to discuss and determine implications for the Network = **Sensemaking**

- Determining how to use your combined resources to address issues = **Leveraging**
Strategic Plan Template

1. **Network Statement**
   - Simply insert the Network Statement you have previously written

2. **Organizational Overview**
   - Background and History
   - Vision and Mission
   - Governance and Decision Making

3. **Strategic Planning Process**
   - What you did and who participated

4. **External Environmental Scan**
   - Summary of findings
   - How findings led to programmatic goals and objectives
5. Network Organizational Assessment
   - Summary of findings
   - How findings led to Network Development & Sustainability Goals & Objectives

6. Network Programmatic Goals & Objectives
   - Program strategies that your Network will undertake

7. Network Development and Sustainability Goals and Objectives
   - How you will build internal capacity on the Network

8. Use of the Strategic Plan
Value Beyond the Grant Cycle

• **Network Statement** is an on-going communications tool

• **External Environmental Scan** is a process for continuously understanding external factors that impact your Network

• **Network Organizational Assessment** is available for you to repeat annually to track progress

• **Goals & Objectives** are developed/used by Board for accountability
Pitfalls to Consider

- Rushing through the process
- Confusing vision and mission statements
- Copying and pasting text from your grant proposal
- Focusing the strategic plan on the grantee organization rather than the Network
- Oversimplifying Goals & Objectives sections
- One/two people writing strategic plan without review and input from partners
Questions?

CRL Consulting

www.crlconsulting.com
Visit https://www.surveymonkey.com/r/TWX2KZ2

Please click the link in your email or text that you just received
What did you learn today that you can apply to the work of your Network?