# Sustainability Planning and Business Planning Compared*

<table>
<thead>
<tr>
<th>KEY MODULES/KEY ELEMENTS</th>
<th>SUSTAINABILITY TOOLKIT</th>
<th>APLOS BUSINESS PLAN</th>
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<tbody>
<tr>
<td>Needs Assessment/ Analysis</td>
<td>• Complete Sustainability Self-Assessment (focuses on leaders’ vision, available resources, funding, community support, key champions, adaptability to changing conditions, internal systems strength, written plan). (Module I)</td>
<td>• Describe the need.</td>
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<td>• Quantify the need.</td>
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<td>• Identify who else addresses the need.</td>
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<td>• Identify exactly who you serve.</td>
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| Vision, Purpose, and Anticipated Results  | • Identify what you wish to sustain. Identify the results you wish to achieve, and use a logic model and theory of change to guide actions. (Module II)                                                              | • Describe clearly and succinctly what you are doing to meet the identified need — “The Elevator Pitch.” |}

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<td>Identify and evaluate funding sources and strategies. (Module III)</td>
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| Conduct environmental scan of political and economic conditions; demographic changes; related organizations.  
  - Conduct self-assessment of your ability to adapt to changing conditions.  
  - Identify adaptation strategies.  
Assess community support.  
  - Brainstorm community engagement strategies.  
Assess key champions.  
  - Strategies to cultivate key champions.  
Assess internal systems.  
  - Strategize to strengthen internal systems. (Module IV) | Select leadership/management team based upon skills, experiences, and resources.  
Articulate leadership/management team’s roles, responsibilities, authority, and communication protocols.  
Assess personnel needs, and consider and plan for future human resources.  
Develop plan for recruiting, screening, selecting, and hiring. |
| Organizational Capacity and Community Support/Management Team and Board | | |
| Write a roadmap for change including priority strategies and milestones.  
Develop a workplan for each strategy. | Include the following sections:  
  - Executive Summary  
  - Organization description  
  - Needs analysis  
  - Product/ service | |
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|                          | • Use your Sustainability Plan as a management tool and a public relations tool.  
• Review and revise the written plan based upon data you have identified as important to collect, and upon changing conditions.  
(Module V)               | o Marketing strategy  
 o Management team/board  
 o Human resources  
 o Finances.             |
| Executive Summary        | • Write after initial planning is complete, and revise as needed.  
(Module V)               | • Write after planning is complete.  
 • Include statements of:  
 o Mission;  
 o Impact;  
 o Financial Overview; and  
 o Keys to Success       |