

Exercise 3.7
Steps for Building a Comprehensive Giving Strategy

20 minutes

What is the problem you want to address?

What is your goal or the outcome you hope for? What would you like to see changed in the long term?

What are some short-term outcomes or achievements that could be first steps toward a long-term outcome?

What are the ideas, systems, practices, policies, behaviors, and so on that will need to change in order to achieve these outcomes?

What activities and strategies will create the outcomes you want to see?

What people need to be involved or influenced?

What are the resources needed to put toward achieving these outcomes? (people, time, money, materials, partners)

Exercise 3.7
Steps for Building a Comprehensive Giving Strategy, Cont'd

Write two or three statements representing the beliefs you have about how change happens: