

How to Save the World (and get paid to do it)!

What is your Why?

- Why have you chosen your cause? Why is it important? Why should others join you?
- Who is your work for? Are they leading/informing your work? Are you connecting often enough?
- What does success look like this year? In five years? Over the long-term?

What's your best How?

- Who else is (already) working in this space? How are they doing it? Are their lessons? Gaps?
- What structure makes the most sense for you to achieve your goals?
- What potential partnerships can you leverage?

What do you (really) Need?

- What's it gonna cost to do this work right? (Over 1 year? 3-5 years?)
- Can it be achieved by volunteers? Or, does someone (you) need to get paid? How much?
- How much do you have? What's the gap you need to fill?

Who (else) Cares?

- Map the landscape of potential funders: Which funders (individual / private / public) are focused on your cause? How much do they give to it? To whom?
- What are their eligibility requirements? Timing?
- What are their evaluation / reporting requirements?

What's your Story?

- Perfect your pitch: Identify your Vision, Mission, Values, Strategy and Goals
- How are you telling it? Online? On social? Through emails?
- How are you selling it? What can you offer partners/funders to create (more) value for them?

Notes: