

# Building Long-Term Support for Suicide Prevention: Finding and Obtaining Financial Support

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## Agenda

- Introductions & check-in
- Building a program for long-term survival
- Institutionalizing suicide prevention
- Key principles of successful fund-raising
- Identifying potential funders
- Elements of successful grant writing
- Exercise
- Wrap-up, questions, discussion

# Build Program for the Long Haul



## Institutionalizing Suicide Prevention

- How much funding can come from within?
  - Use Legacy Wheel guiding questions (adapted) with team
  - Which partners benefit and what resources might they contribute?
  - Consider alternative sources
    - Student fees
    - Alumni donations

## **Key Principles**

- Match your project goals with the funder's needs
- Offer a specific idea
- Show the project's potential influence

## **Identify Potential External Funders**

- Which funders?
- What matters to them?
  - Leverage
  - Reach
  - Continuity
  - Evaluation
  - Dissemination

# **Successful Grant Writing**

- Develop a clear program concept
- Think like a marketer
- Work with campus development office

## **Exercise**

# Wrap-up

- Your questions, comments