



ACT:

**Making the
Resilience Business
Case**

Engage early & often

- Resilience action is directly dependent on early & ongoing community planning and support.
- **This is the resilience prime directive: connect and engage.**
- Make the business case for resilience
 - Plan how to frame the project
 - Back up strategies with data and solid information




The Local Ground Team

- Work with city and county executive teams to craft a staff-level recommendations for resilience actions.
- Identify senior sponsors to shepherd initiative goals through planning & budget processes.
- Brief all advisory & regulatory commissions, local associations, the business community & community-based groups.
- **Participatory budget** processes in cities throughout the nation are successful—private/public discussions about community finances yield solid results that demonstrate community confidence and partnership



Resilience on the Front-Burner

- Develop briefing plan for senior decision makers to establish program priorities.
 - Present incremental, feasible solutions to address long-term challenges.
 - Build on community dialogue & integrate practical next steps that align with or improve existing organizational practice
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The Community's Long Game

- Consider the full cost accounting of projects—how to achieve the triple bottom line—while annually balancing general fund budgets.
- Ensure that climate and disaster risk reduction improvements make sense across sectors and meet **financial, environmental & social goals**.
- Current practice aligns the quadruple bottom line integrating intergenerational equity – conventional practice at municipal and regional levels.



Conduct Resilience Tours

- Invite the state's Office of Emergency Services & regional FEMA Grants teams to visit the jurisdiction's resilience team, philanthropy partners & community leaders.
- Connect with funding program officers at state!
- Lead groups on community tours to demonstrate needs for resilience funding and resources



Connect

- Meet with the State Hazard Mitigation Officer
- Register to receive all public outreach communications on available grant funding, application processes, and proposal deadlines.
- Monitor social media postings and funding alerts



Meet Regularly

- Invite staff from philanthropy partners, federal agencies such as FEMA, EPA, HUD and other potential funders to **quarterly briefings**
- Convene these meetings with state counterpart agencies, as well as state and federal elected representatives.
- Include community and commission leaders to ensure strengthening the ties among the stakeholders & resource agencies.

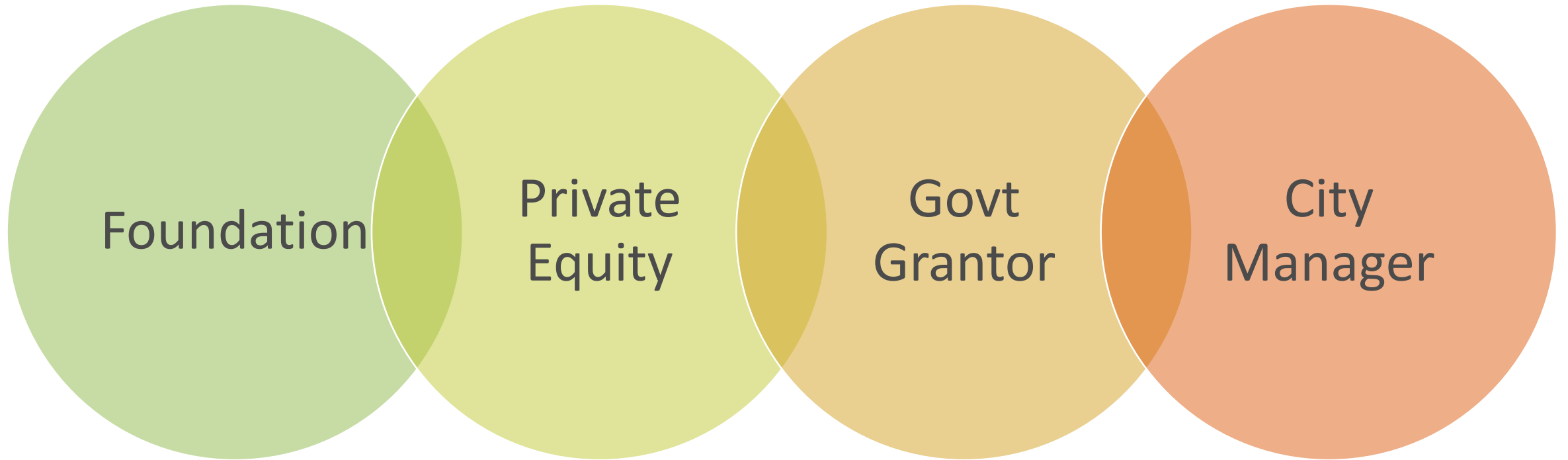
Do your homework!

- What is important to the funder?
- What are their priorities?
- How can your project meet their needs?
- Can you develop a story, or make the case that your project will help them with their mission?



The screenshot shows the Grants.gov website interface. At the top, there is a navigation bar with the Grants.gov logo and a search bar containing the text "Grant Opportunities" and "Enter Keyword...". Below the navigation bar, there is a main banner area with the text "FOR GRANTORS" and a background image of a person's hand writing on a document. Below the banner, there are four main sections: "Get Registered" (with a sub-headline "Every grantor is required to register in order to post opportunities on Grants.gov"), "Tools & Tips" (with a sub-headline "Access training materials, tips and other resources that will help you navigate Grants.gov"), "Grantor FAQs" (with a sub-headline "Find answers and explanations to grantors' most frequently asked questions."), and "Get Help" (with a sub-headline "Need help accessing grantor features on Grants.gov? Reach out to your agency's Point of Contact (POC) or Grants.gov Program Advisor."). At the bottom of the page, there is a footer with social media links (Blog, Twitter, YouTube, Alerts, RSS, XML Extract, Get Adobe Reader) and contact information for Grants.gov Applicant Support (1-800-518-4726).

Who is your audience?



Tell your story

- Why is the project important?
- How does this link to the funders needs?
- How do you know it will work?
- What are the key components?
- **What is your story?**

