

PARTNERSHIP RESOURCE GUIDE



CREATING AND SUPPORTING
SUSTAINABLE PARTNERSHIPS

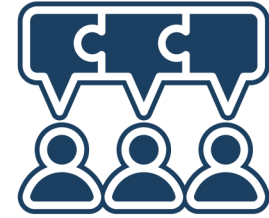
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PARTNERSHIPS FOR SUSTAINABILITY

1

CLEAR REASONS TO COLLABORATE

The effort needs to help each partner organization achieve something significant



2

FIND A "CHAMPION" ORGANIZATION

At least one organization must take a risk and invest resources into building the partnership.



3

SET SIMPLE, CREDIBLE GOALS

Set an aspirational goal that everyone agrees on - a vision that others will mobilize behind.



4

GET PROFESSIONAL HELP

Find a facilitator that is neutral, structured and can keep people moving towards progress.



5

IDENTIFY SPECIFIC PARTICIPANTS

Each organization needs to identify dedicated, qualified staff to intentionally work on the project



6

BE FLEXIBLE IN DEFINING SUCCESS

Success may come from unexpected directions. Be ready to embrace it and build on it.

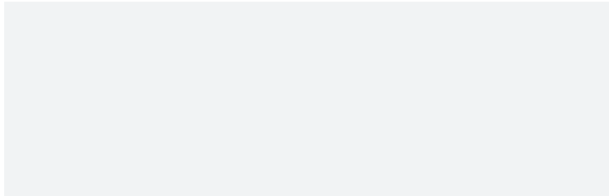


It is important to recognize that most partnerships will either wind down or become an independent entity over time. This is part of the normal life-cycle of partnerships.

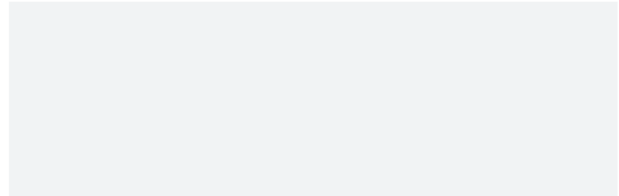
IDENTIFYING POTENTIAL PARTNERS

If you are ready to identify partnerships to address a need or project, it is helpful to brainstorm and identify a list of potential partners to approach.

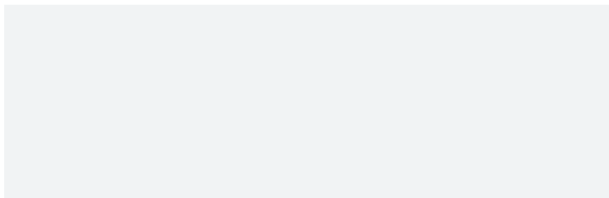
WHAT IS THE PROBLEM?



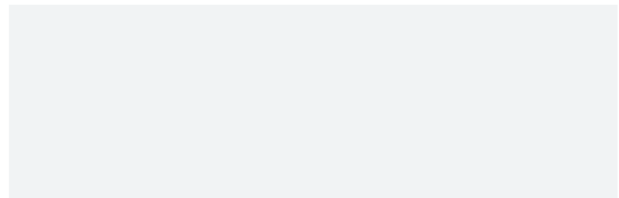
WHO DOES IT EFFECT?



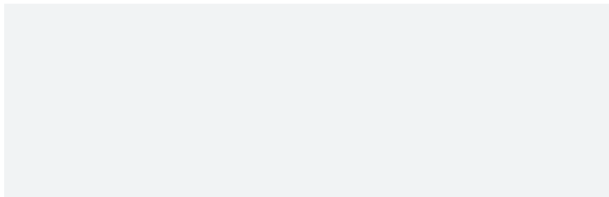
WHICH SECTORS ARE
IMPACTED BY THE PROBLEM?



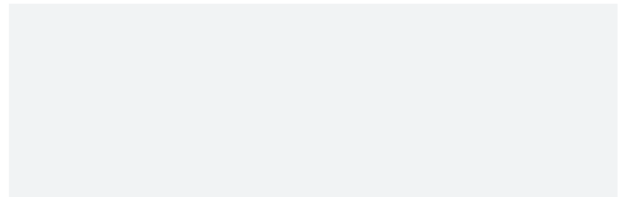
WHO IS ACTIVELY WORKING TO
ADDRESS THIS ISSUE?



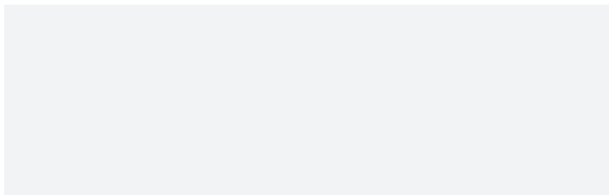
WHAT CAN I CONTRIBUTE?



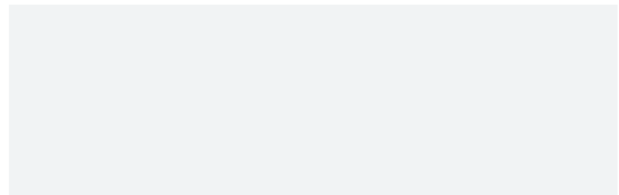
WHAT CAN THEY CONTRIBUTE?



HOW CAN WE ADDRESS IT
BETTER TOGETHER?



WHAT WILL SUCCESS LOOK
LIKE?



Partnership

Resources to Consider

Sector	Potential Resources
Education	
County	
City	
State	
Nonprofit	
Funders	
Business	
Healthcare	

IDENTIFYING YOUR PARTNERSHIP GOALS

The ability to develop meaningful partnerships requires focusing on a similar goals with a positive outcome for all partners,

DATE:

Write down your top three goals that require deep work

Goal 1.

Goal 2.

Goal 3

Break each goal down into smaller tasks

Goal 1.

Goal 2.

Goal 3

SMART GOALS

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR GOALS.

S	<u>SPECIFIC</u> WHAT DO WE WANT TO ACCOMPLISH?	
M	<u>MEASURABLE</u> HOW WILL WE KNOW WHEN IT IS ACCOMPLISHED?	
A	<u>ACHIEVABLE</u> HOW CAN THE GOAL BE ACCOMPLISHED?	
R	<u>RELEVANT</u> DOES THIS SEEM WORTHWHILE?	
T	<u>TIME BOUND</u> WHEN CAN WE ACCOMPLISH THIS GOAL?	

MEETING PLANNER

To facilitate effective partner meetings, it is important for each partner to be prepared to discuss their contribution to the project at each meeting. This meeting planner can be used to quickly prepare for meetings.

DATE:

GROUP/PROJECT:

NEXT MEETING:

ROLE IN PROJECT

- What is your role for this project?
This can be helpful to define in order to help the team be able to assign action items.
- Understanding roles can also help prevent burnout and avoidance

AGENDA ITEMS

- What project items do you need to report to the team on?
- These may pertain to project goals or action items from previous meetings. It is helpful to categorize agenda items and revisit each category regularly.

UPDATES

- What changes/progress has been made since the last meeting?
- What barriers have been encountered that slowed or prevented progress?
- What areas do you need help with to make progress?

ACTION ITEMS

- What do you need to do before the next meeting?
- What steps will need to be completed before the next meeting?
- It is helpful to assign action items to specific individuals and identify deadlines for these to be complete

FINAL ANNOUNCEMENTS/UPCOMING EVENTS

Identifying announcements and upcoming events that you want to share prior to the meeting can help prevent forgetting important dates to announce. Consider planning if there are items that need to be sent out to group about these items (brochures, flyers, social media posts, etc.)

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NEXT MEETING:

ROLE IN PROJECT

AGENDA ITEMS

UPDATES

ACTION ITEMS

FINAL ANNOUNCEMENTS/UPCOMING EVENTS

MEETING MINUTES

DATE:

AGENDA

- Goals or key talking points of the meeting

GENERAL AND ROUNDTABLE UPDATES

- Top-level information and updates from each attendee
- List names of organizations/individuals and their general updates

ACTION ITEMS

- Steps that an assigned attendee must act on to achieve goals defined in the meeting

PROJECT LAUNCH PHASES

	TASKS TO COMPLETE	DATE(S)	✓
PRE-LAUNCH PHASE	<ul style="list-style-type: none"> • Publish a relevant blog post, podcast, or video 		
	<ul style="list-style-type: none"> • Create and release a signature lead magnet 		
	<ul style="list-style-type: none"> • Send out weekly emails to your email list 		
	<ul style="list-style-type: none"> • Build a buzz about your program on social media 		
	<ul style="list-style-type: none"> • <i>Registration open</i> 		
	<ul style="list-style-type: none"> • <i>Other:</i> 		
	<ul style="list-style-type: none"> • <i>Other:</i> 		
LAUNCH PHASE	<ul style="list-style-type: none"> • Send emails to your email list 		
	<ul style="list-style-type: none"> • Promote your program on social media 		
	<ul style="list-style-type: none"> • Host a live event (<i>webinar or a free 5-day challenge</i>) 		
	<ul style="list-style-type: none"> • Setup your student community 		
	<ul style="list-style-type: none"> • <i>Registration closed</i> 		
	<ul style="list-style-type: none"> • <i>Other:</i> 		
	<ul style="list-style-type: none"> • <i>Other:</i> 		
POST-LAUNCH PHASE	<ul style="list-style-type: none"> • Survey participants for feedback 		
	<ul style="list-style-type: none"> • Add more support resources 		
	<ul style="list-style-type: none"> • Update program content as needed 		
	<ul style="list-style-type: none"> • <i>Collect Testimonials</i> 		
	<ul style="list-style-type: none"> • <i>Other:</i> 		
	<ul style="list-style-type: none"> • <i>Other:</i> 		

PROJECT LAUNCH PHASES

	TASKS TO COMPLETE	DATE(S)	✓
PRE-LAUNCH PHASE			
LAUNCH PHASE			
POST-LAUNCH PHASE			



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SOLUTIONS



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