



Engaging Partners: Local Businesses & Nonprofits

Planning Office



NEIGHBORHOOD
ACADEMY

Where are we?

Plans & Partnerships

- **Local Businesses & Nonprofits**
- Volunteers
- SWOT Analysis
- Mapping Your Neighborhood
- Neighborhood Conditions Index (NCI)

Topics to Cover :

- Introduction
- Identifying the Right Partners
- Researching Partners
- Initial Approach
- Building a Lasting Partnership
- Navigating Challenges



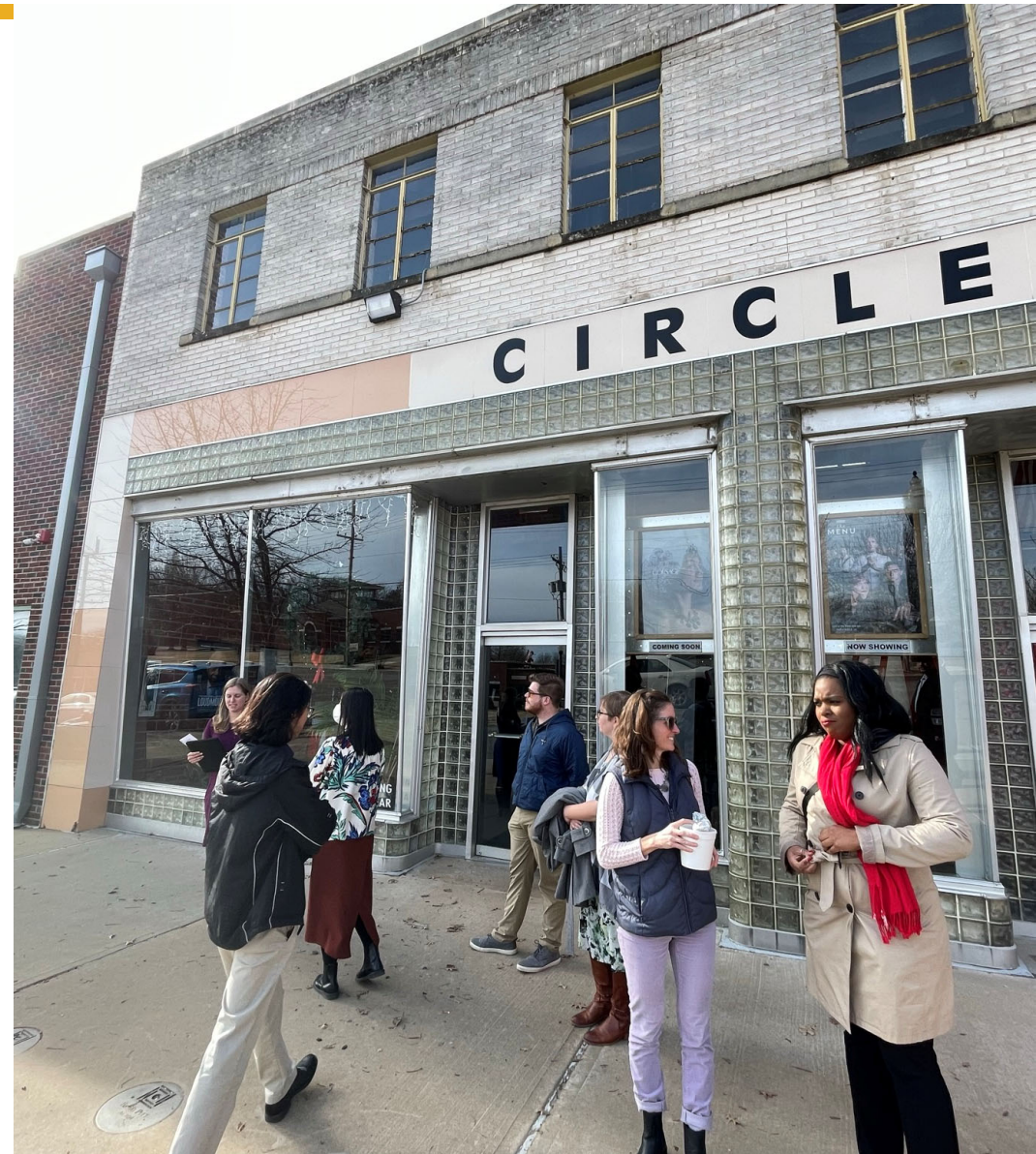
Why do we need to engage partners?



Engaging Partners

Partners Can Offer:

- Funding
- Resources
- In-Kind Donations
- Volunteers
- Advocacy
- Influence



How to identify the right partners?



Engaging Partners

Identify:

- Timeframe
- Needs
- Priorities
- Obstacles



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Researching Potential Partners



Engaging Partners

Approaching Local Businesses:

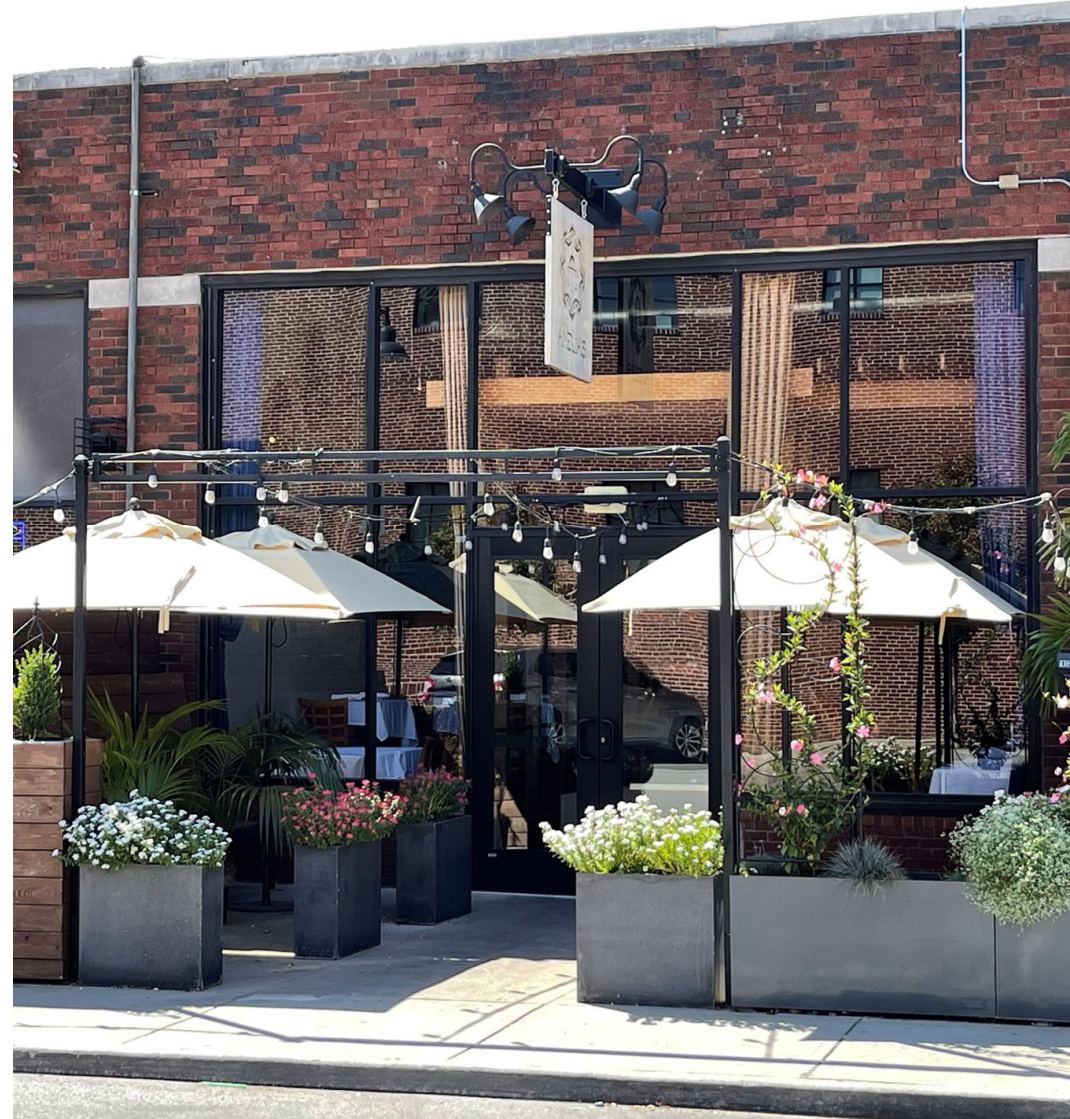
- Year Established
- Business Owner(s)
- Challenges
- Schedule
- Past Neighborhood Support



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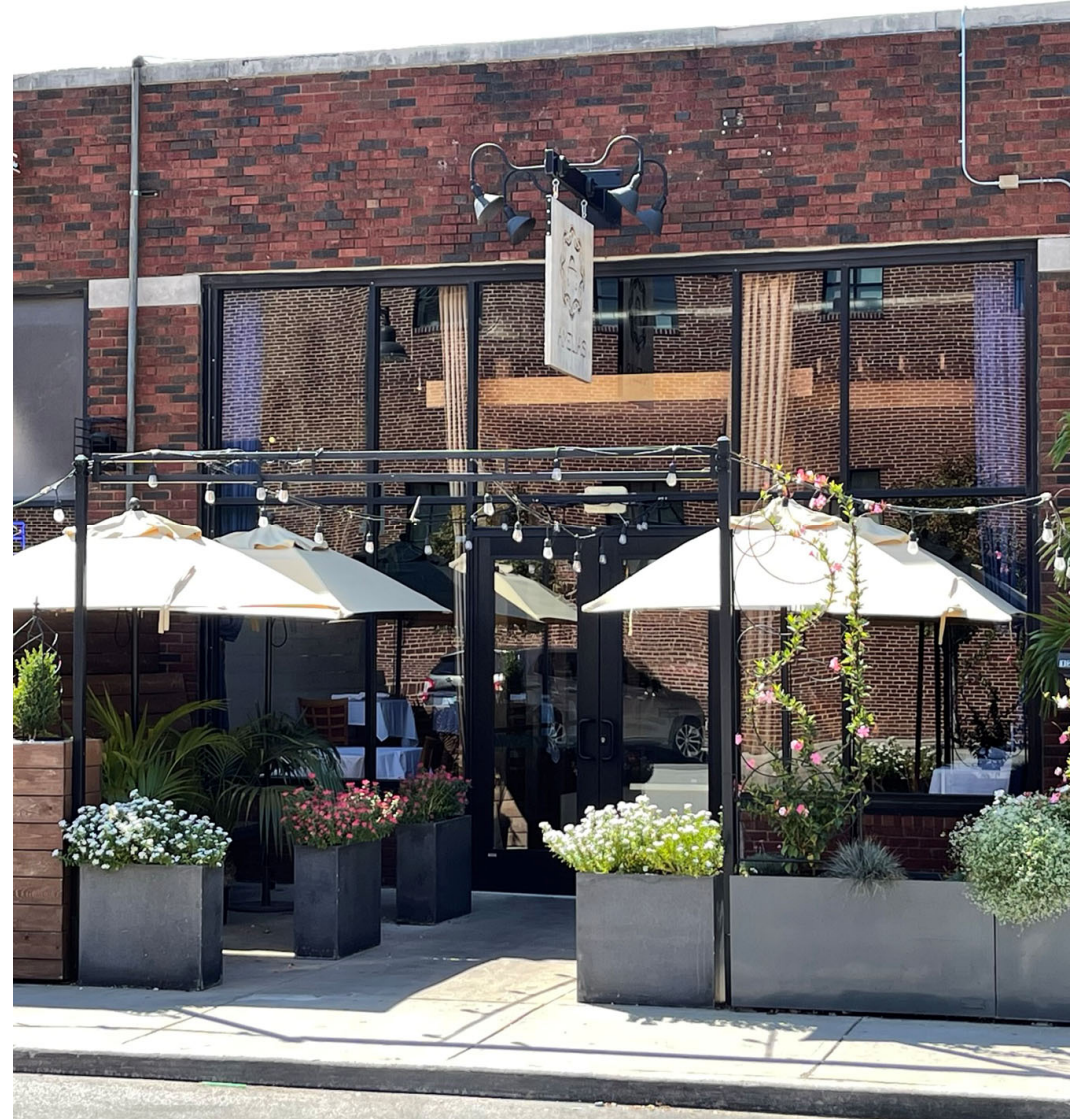
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Engaging Partners

Approaching Nonprofits:

- Mission, Vision, Values
- Focus
- Programs
- Recent Support
- Leadership
- Schedule



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Engaging Partners

Understand your in-roads

- Introductions
- Prior relationships
- Existing relationships
- Networking



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Activity: Common Ground Mapping



Engaging Partners

2 minutes...

Choose a nonprofit or local business that you currently partner with

OR

A nonprofit or local business you'd like to approach

Activity

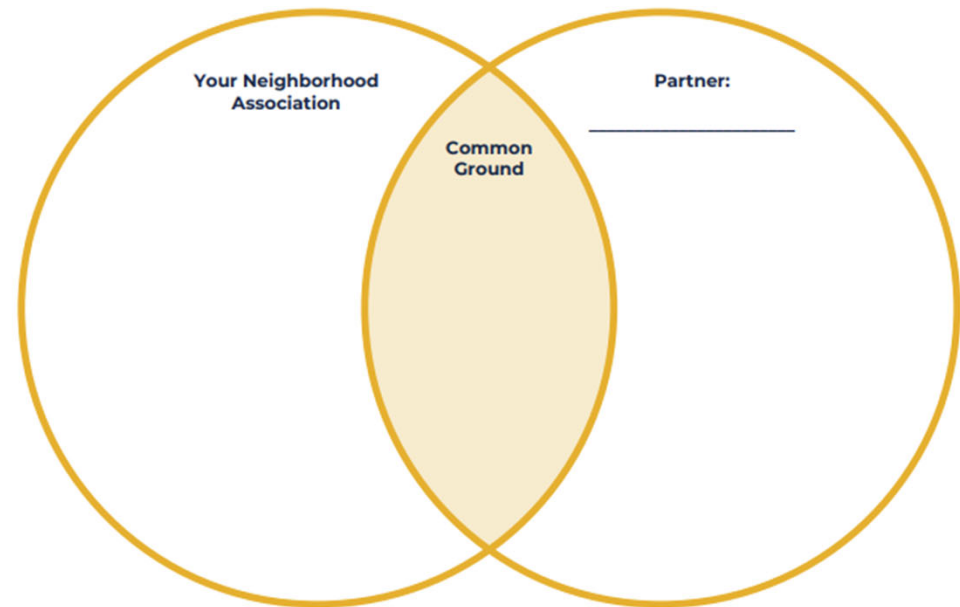
ENGAGING PARTNERS: LOCAL BUSINESSES AND NONPROFITS



Common Ground Diagram

Things to consider:

- Mission
- Vision
- Values
- Projects
- Challenges Shared



Initial Approach



Engaging Partners

Gather:

- Stories
- Data
- Pictures
- Videos

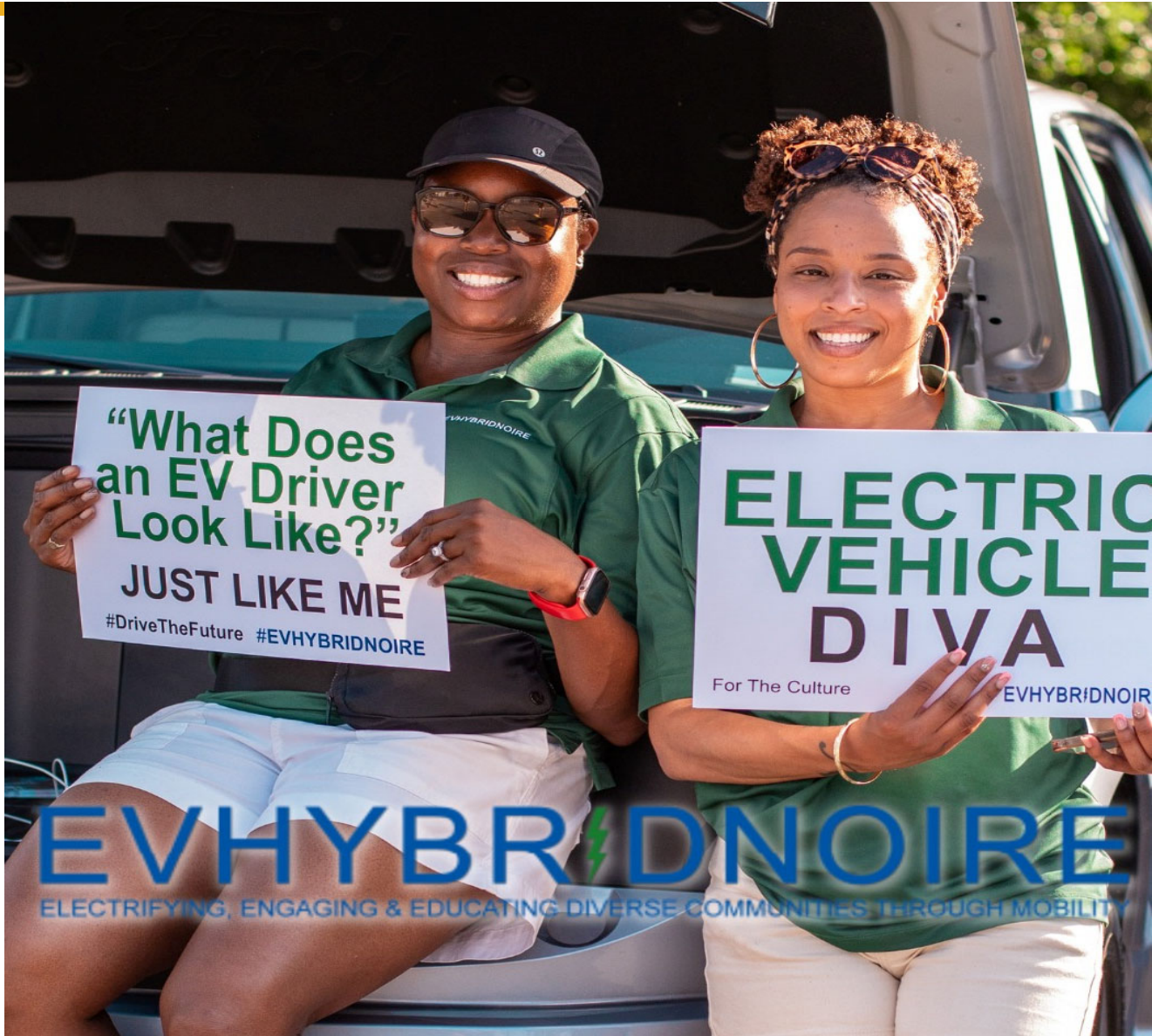


Engaging Partners

Develop your ask:

Outline:

- What you will receive
- What you will give
- Reporting



Engaging Partners

Create your Elevator Pitch:

- Introduction
- Summary of what you do
- Explain what you want
- Call to Action



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Engaging Partners

Meeting/Call Prep:

- Logistics
- Materials
- Follow Up



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During Your Meeting



Engaging Partners

Beyond your pitch,
learn more about:

- Mission creep
- Future plans
- How your association can help them
- Schedule



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Building a Lasting Partnership



Engaging Partners

- Support your partners
- Express gratitude
- Report impact
- Increase involvement



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Navigating Challenges



Engaging Partners

- Conflicting Agendas / Interests
- PR Crisis / Scandal



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Conclusion



Call to Action

- ❑ Make a list of potential partners
- ❑ Research partner list
- ❑ Complete the Common Ground Activity for partner list
- ❑ Develop ways to express gratitude to partners



What's next?



What's next?

Plans & Partnerships

- ✓ Local Businesses & Nonprofits
- Volunteers
- SWOT Analysis
- Mapping Your Neighborhood
- Neighborhood Conditions Index (NCI)

Questions?



THANK YOU

