Topics to Cover :

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

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- Introduction

- Identifying the Right Partners

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Course Summary

ENGAGING PARTNERS: LOCAL BUSINESSES AND NONPROFITS

Identify the Kinds of Support Needed:

□ Funding	□ Resources
□ In-kind donation	□ Advocacy/Influence
□ Volunteers	□ Other _____

How to Identify the Right Partner:

Think of your . . .
• Timeframe	• Priorities
• Needs	• Obstacles

Research Checklist:

For Local Businesses:	**For Nonprofits:**
□ Year established	□ Mission, Vision, Values
□ Business owner(s)	□ Focus
□ Challenges	□ Programs
□ Schedule	□ Recent support
□ Past neighborhood support	□ Leadership
□ Potential conflicting agendas/interests	□ Schedule
□ Potential PR issues	□ Potential conflicting agendas/interests
	□ Potential PR issues

Storytelling Checklist:

□ Data	□ Stories	□ Pictures	□ Videos

Storytelling checklist:

• What will you receive?	• What will you give?	• What will you report?

Components of an Elevator Pitch:

30-60 Seconds
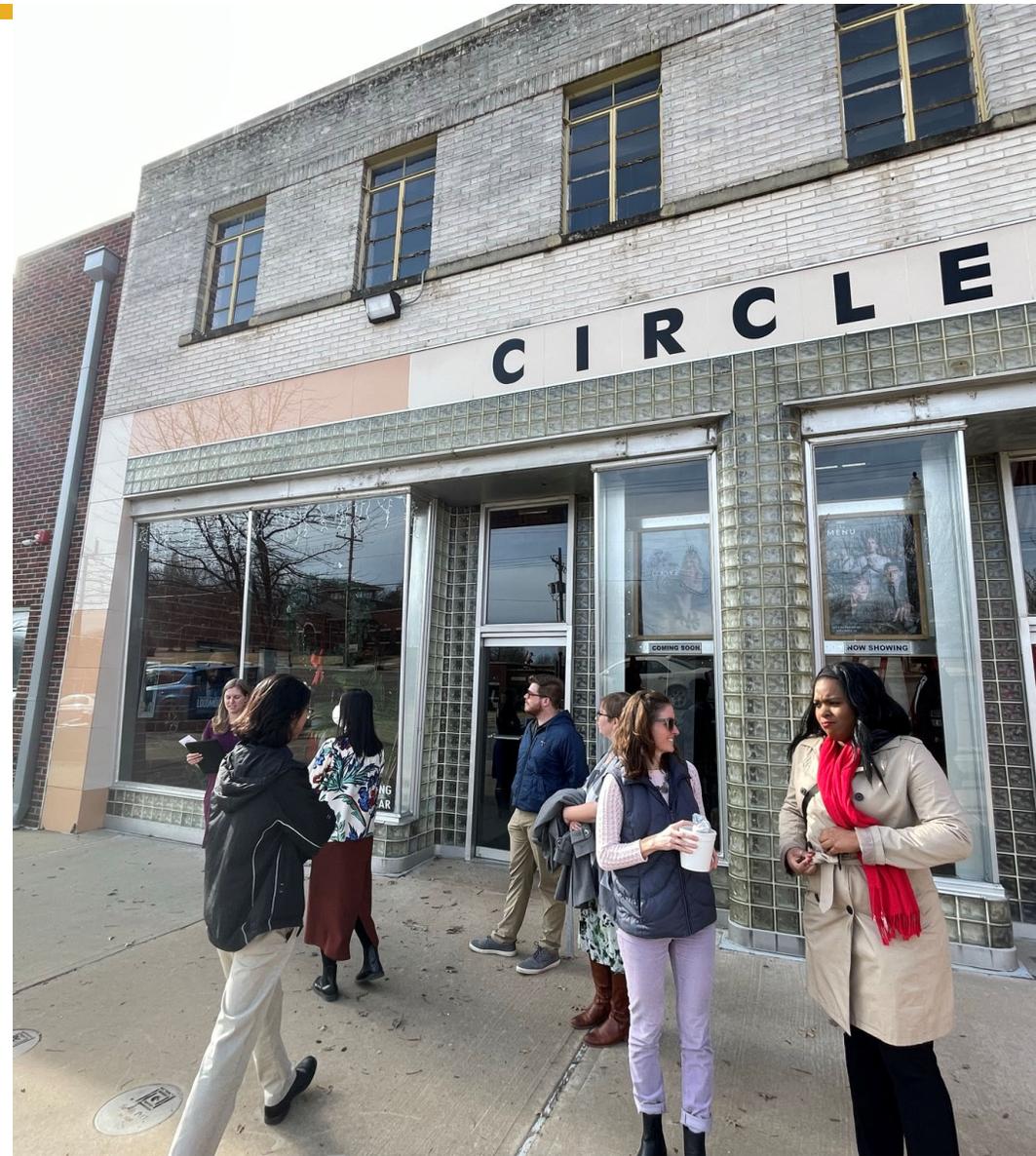|	
• Introduction	• Explain what you want
• Summary of what you do	• Call to Action

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

Engaging Partners

Identify:

- **Timeframe**
- **Needs**
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- Obstacles

Engaging Partners

Identify:

- **Timeframe**
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Engaging Partners

Identify:

- **Timeframe**
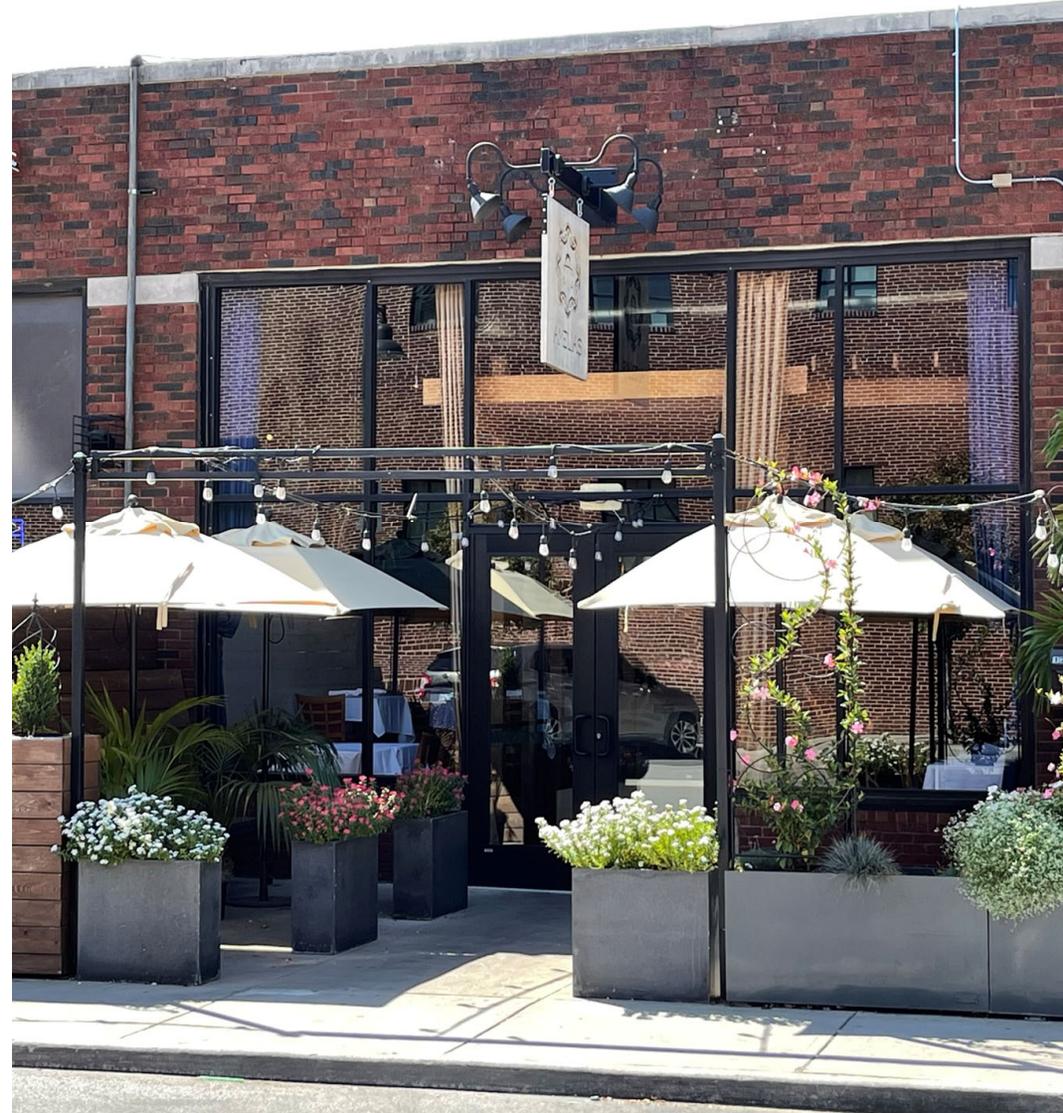- **Needs**
- **Priorities**
- **Obstacles**

Researching Potential Partners

Engaging Partners
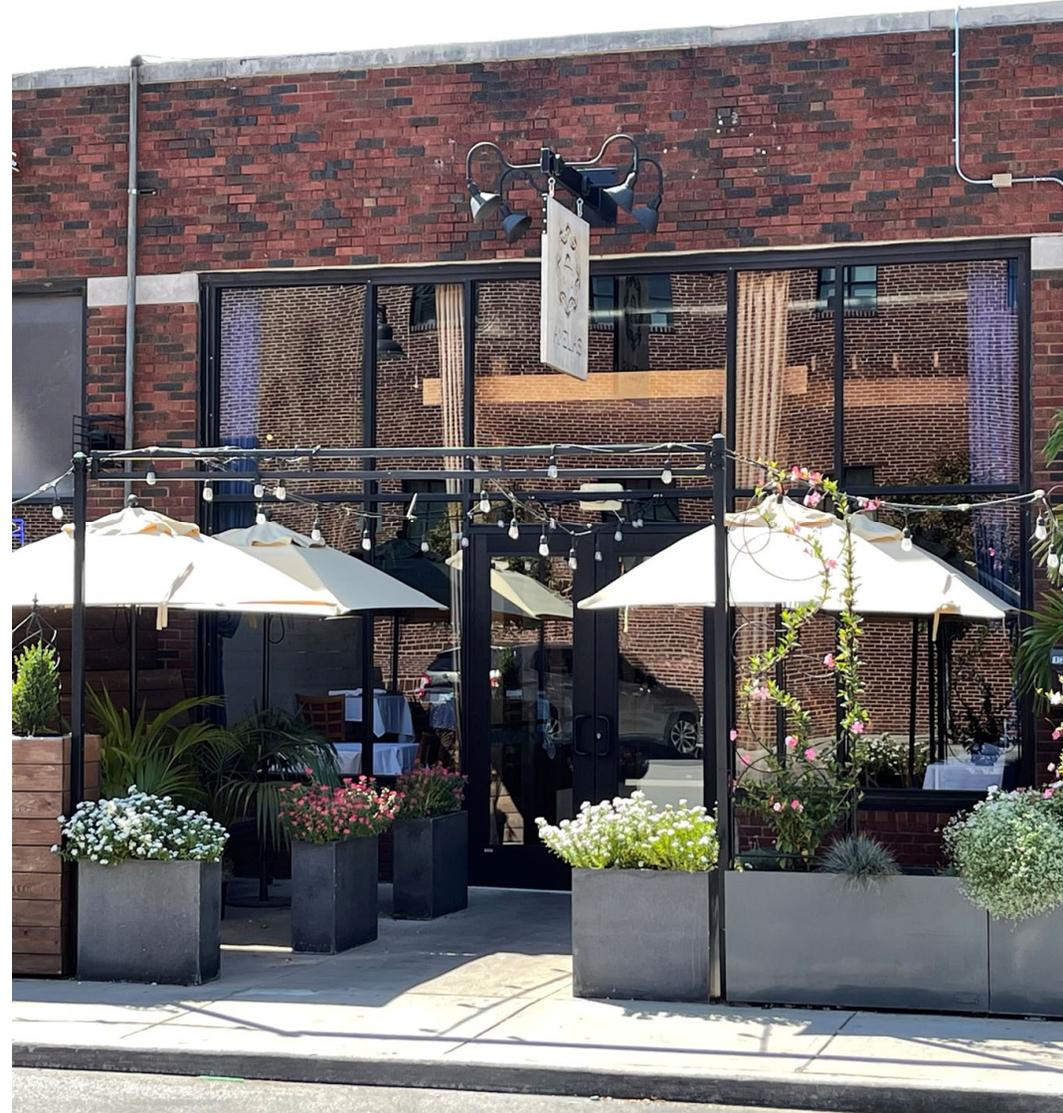
Approaching Local Businesses:

- **Year Established**

- Business Owner(s)

- Challenges

- Schedule

- Past Neighborhood Support

Engaging Partners

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- **Year Established**

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Engaging Partners

Approaching Local Businesses:
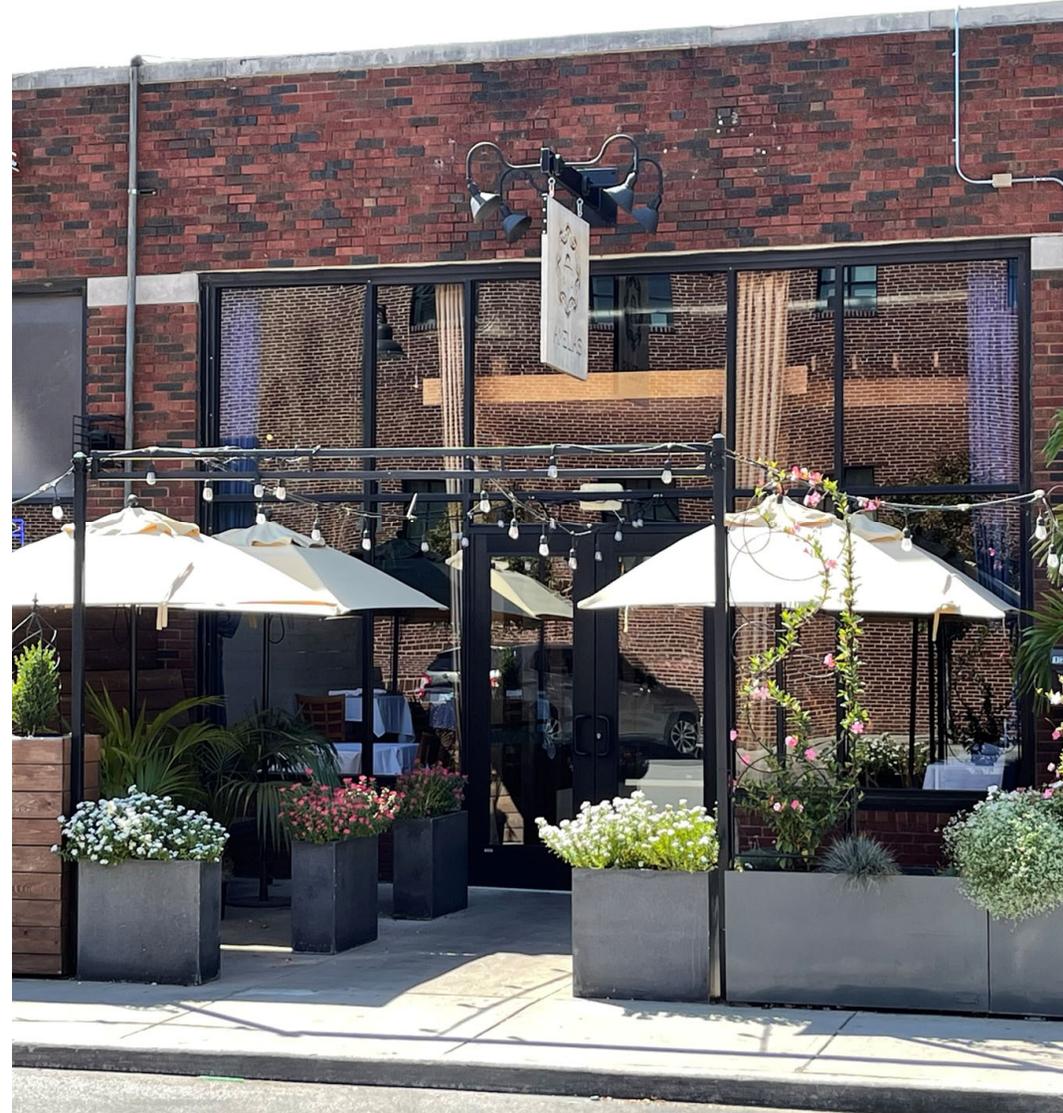
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Engaging Partners

Approaching Local Businesses:

- **Year Established**
- **Business Owner(s)**
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Engaging Partners

Approaching Local Businesses:

- Year Established

- Business Owner(s)

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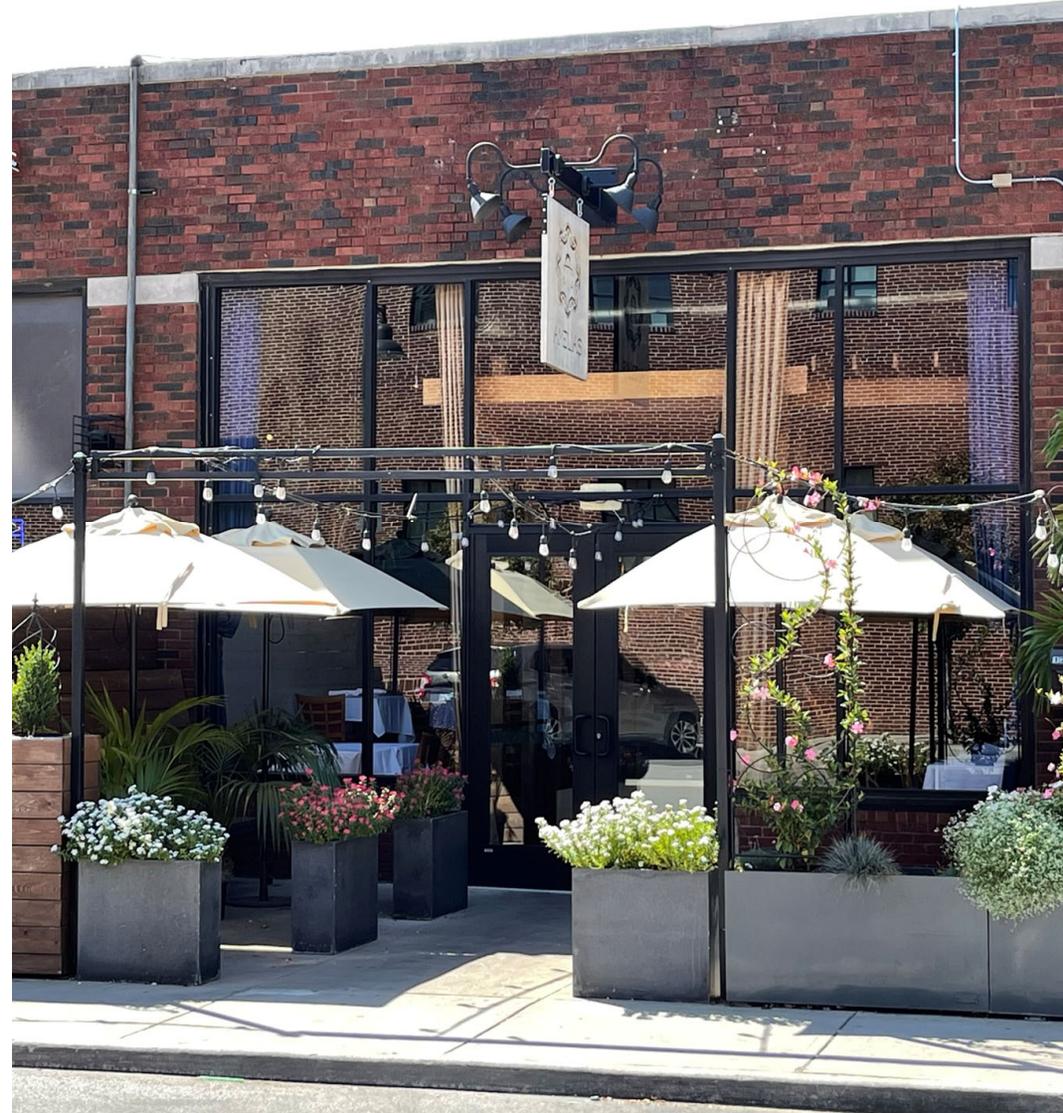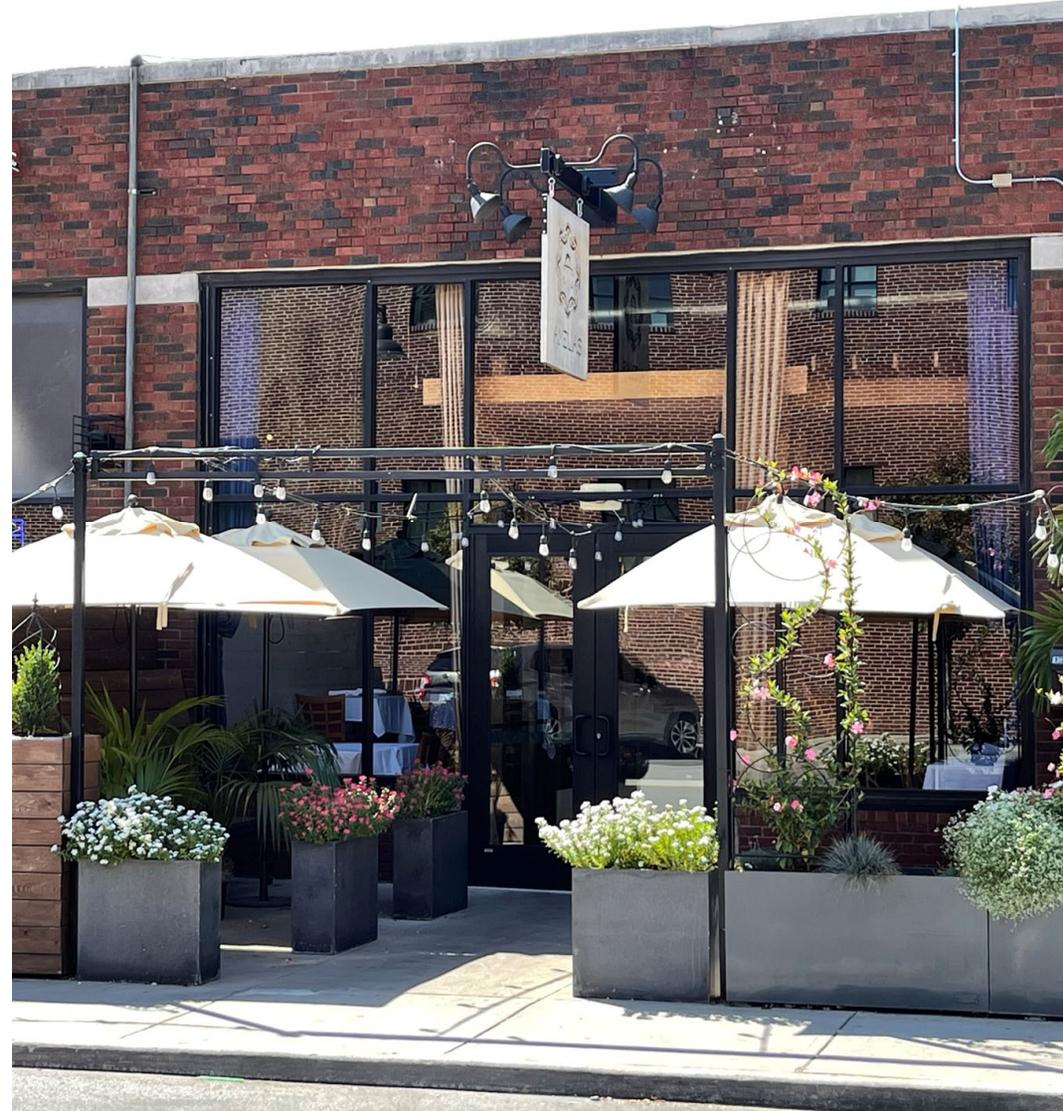- Past Neighborhood Support

Engaging Partners

Approaching Nonprofits:

- **Mission, Vision, Values**

- Focus

- Programs

- Recent Support

- Leadership

- Schedule

Engaging Partners

Approaching Nonprofits:

- **Mission, Vision, Values**

- **Focus**

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Approaching Nonprofits:

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Engaging Partners

Approaching Nonprofits:

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Engaging Partners

Understand your in-roads

- **Introductions**
- Prior relationships
- Existing relationships
- Networking

Engaging Partners

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Engaging Partners

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Engaging Partners

Understand your in-roads

- Introductions
- Prior relationships
- Existing relationships
- Networking

Engaging Partners

2 minutes...

Choose a nonprofit or local business that you currently partner with

OR
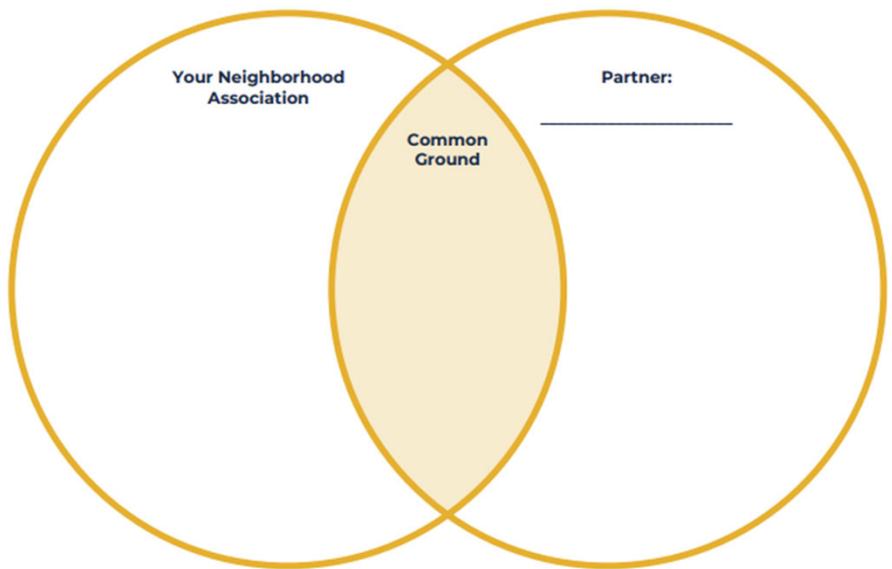

A nonprofit or local business you'd like to approach

Initial Approach

Engaging Partners

Gather:

- Stories
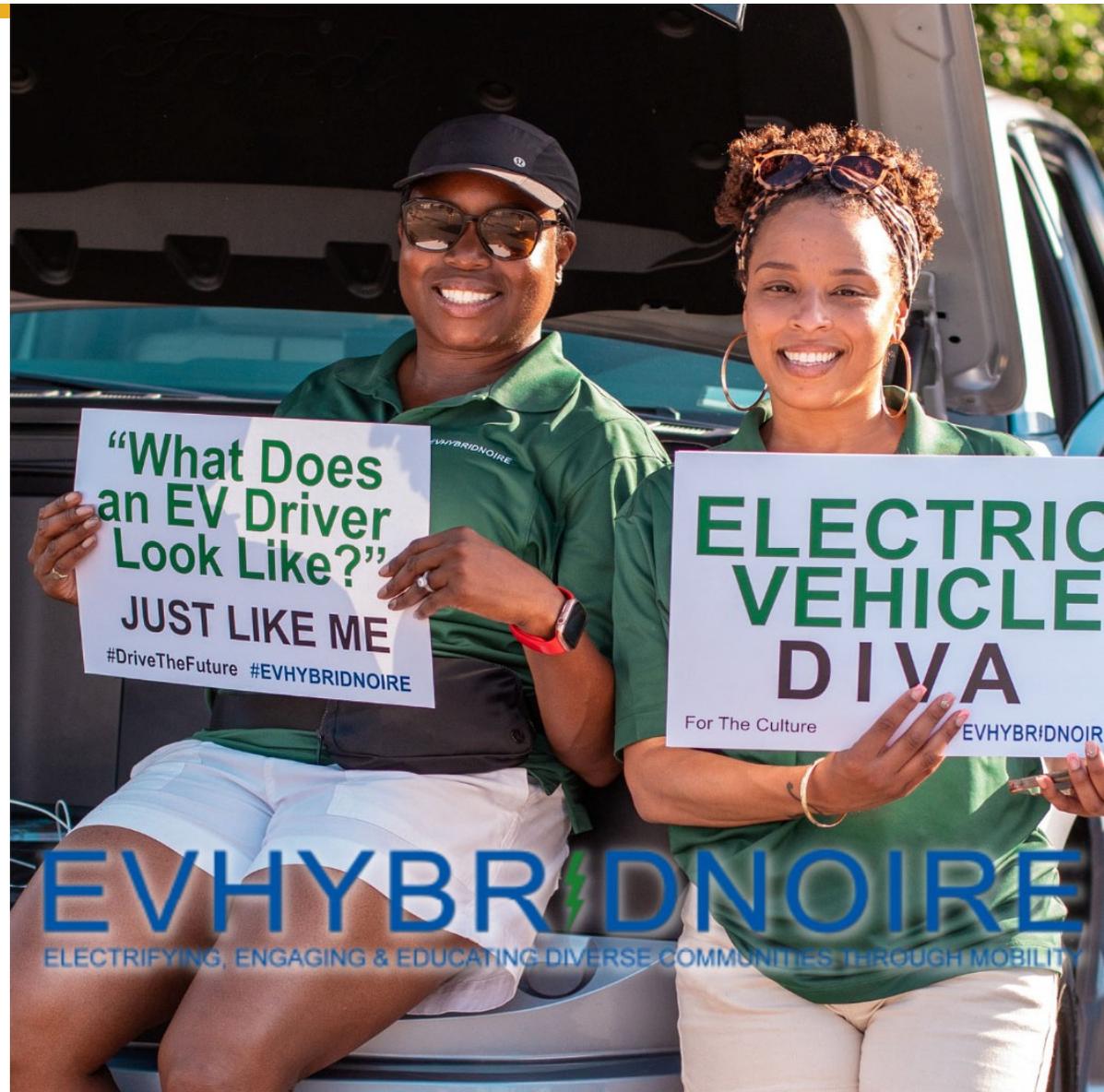- Data
- Pictures
- Videos

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

Create your Elevator Pitch:

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Engaging Partners

Meeting/Call Prep:

- **Logistics**
- Materials
- Follow Up

Engaging Partners

Meeting/Call Prep:

- **Logistics**

- **Materials**

- **Follow Up**

Engaging Partners

Meeting/Call Prep:

- Logistics

- Materials

- Follow Up

During Your Meeting

Engaging Partners

Beyond your pitch, learn more about:

- **Mission creep**

- Future plans

- How your association can help them

- Schedule

Engaging Partners

Beyond your pitch, learn more about:

- **Mission creep**

- **Future plans**

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- Schedule

Engaging Partners

Beyond your pitch, learn more about:

- **Mission creep**

- **Future plans**

- **How your association can help them**

- Schedule

Engaging Partners

Beyond your pitch, learn more about:

- Mission creep

- Future plans

- How your association can help them

- Schedule

Building a Lasting Partnership

Engaging Partners

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

Engaging Partners

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

Engaging Partners

- **Support your partners**
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Engaging Partners

- **Support your partners**
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Engaging Partners

- **Conflicting Agendas / Interests**
- PR Crisis / Scandal

Engaging Partners

- **Conflicting Agendas / Interests**
- **PR Crisis / Scandal**

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**

Questions?

What's next?

What's next?

Plans & Partnerships

- ✓ **Local Businesses & Nonprofits**

- **Volunteers**

- SWOT Analysis

- Mapping Your Neighborhood

- Neighborhood Conditions Index (NCI)

THANK YOU

CITY OF TULSA