



LOCAL BUSINESSES AND NONPROFITS



Identify the kinds of support needed:

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

How to identify the right partner:

Think of your . . .

- Timeframe
- Needs
- Priorities
- Obstacles

Research checklist:

For Local Businesses:

- Year established
- Business owner(s)
- Challenges
- Schedule
- Past neighborhood support
- Potential conflicting agendas/interests
- Potential PR issues

For Nonprofits:

- Mission, Vision, Values
- Focus
- Programs
- Recent support
- Leadership
- Schedule
- 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
- Summary of what you do
- Explain what you want
- Call to Action



Common Ground Diagram:

Things to consider:

- Mission
- Values
- Challenges shared
- Vision
- Projects

