

Identifying and Building Partnerships:

(1) Complete Community Scan worksheet

- With your “community partnership” contract person and site directors, spend time completing this document to think through potential partnerships and current community connections.

(2) Identify 3-4 “priority” partnerships

- It is important to prioritize potential partnerships that have been identified after completing your COMMUNITY SCAN document.
- In identifying potential partners, try to prioritize from a few different types (i.e. city government, business, service).
- Continue to revisit this list of partnerships and reprioritize as you begin outreach/develop partnerships. This process will continually be evolving and new priority lists will be created.

(3) Utilize the Partnership Analysis worksheet

- After completing the COMMUNITY SCAN document, identify 4-5 potential partners on this document.
- Use this document to record how these partners can benefit/contribute to your program. When you can clearly spell out the benefits of partnering with your program, partners will be much more likely to want to participate.
- For existing or previous partners, think about how you might encourage them to take their involvement to the next level.

(4) Education/Outreach to targeted partners

- Utilize your one-page program overview document to highlight your program.
- Utilize four infographic documents in discussing the importance of ELO programs. Know and be comfortable with this information.
- Utilize your program video (if you have had this made for your program).
- Approach this meeting/presentation with a clear purpose. It is easier for partners to respond to requests when they know what is being asked of them.
- Be open to areas of collaboration with this partner that they may present to you that you had not initially thought of.

(5) Following Up

- Follow-up with ‘the ask’—serve on the advisory board, provide resources, services, etc.
- If the meeting was a presentation (for example, at a Chamber of Commerce meeting), follow up with the director/chair of the group.
- If the partnership is working, find ways to publicize it’s success (newsletters, newspaper)