DEVELOPING COMMUNITY PARTNERSHIPS

**Audience:** Board members, with club members’ participation where designated

Developing relationships with organizations in the community can make your club more connected, relevant and vibrant. It’s simple: Clubs that are connected have more opportunities.

Here’s how your club can get started:

1. **Use research and members’ networks to develop a list of groups that your club might collaborate with.**

2. **Discuss whether each group is a potential sponsor or partner (or both).** Sponsors give cash or in-kind materials or services in exchange for positive public exposure. Partners provide services and products that enhance our impact in the community. Both partners benefit from supporting each other’s activities with the resources each has available.

3. **Consider these questions:**

   Based on your current club projects and target populations, who might you approach to ask about partnering with the club?

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

   Has your club added Bring Up Grades, Terrific Kids, Young Children: Priority One and other Service Leadership Programs?

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________

   Have any non-profits or non-governmental organizations relevant to your cause been established within the last few years?

   __________________________________________________________

   __________________________________________________________

   __________________________________________________________
Which organizations could the club approach for sponsorships? Look for like-minded businesses that already sponsor social, educational or youth-oriented programs.

For more information about developing a solid sponsor for your club, see our sponsorship toolkit at kiwanis.org/sponsortoolkit.

Are there ways to improve the sponsorships and/or partnerships you already have?

<table>
<thead>
<tr>
<th>Coexist</th>
<th>Relationships</th>
<th>Partnerships/spONSorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizations in the community with which a relationship might be beneficial</td>
<td>Organizations the club has any kind of relationship with</td>
<td>Organizations with partnership or sponsorship potential (based on community survey results)</td>
</tr>
</tbody>
</table>

4. Conduct a community survey to determine where new relationships could be established and what needs your club can fill. Take a look at the Rediscovering your community tool to learn how to get started.