



Building Healthy Partnerships and Collaborations

5 Good Ideas for Funding and Sustainability



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Creative Philanthropy

Philanthropy is the love of humankind

Giving

- *An articulation of personal values*
- *People give to organizations they know and trust*
- *People give to people they know and trust*



Good Idea Number One

Create, Strengthen and Stabilize Relationships and Partnerships With Your Board of Directors

- Clarify board roles and responsibilities
- Identify the board's talents and skills
- Train the board on building relationships
- Board members are primary partners
- Engage the board in identifying other partners



Good Idea Number Two

Identify the Partnerships You Want to Secure

- Prioritize the Top 100 Prospects
- Create strategies for each partnership
- Identify your best access and connections
- What do you really want from them – money, clout, marketing, people



Good Idea Number Three

Create Genuine Partnerships

- Mutual benefits
- What do you have to offer them?
- Their success is your success
- Make sure the right players are involved



Good Idea Number Four

Present A Strong Case for Support

- Flows from your mission and vision
- Defines a need and offers a solution
- Offers timetables, staff qualifications, methods
- Evaluation, impact and measurable outcomes
- Overall expenditures and a clear budget



Good Idea Number Five

Frequent Genuine Communication with the Partners

- Communicate frequently with your partners – personal letters, phone calls, updates, thank you notes and social networks
- Create volunteer opportunities for employees
- Engage partner executives whenever possible
- Feature the partners in annual reports, newsletters, press releases

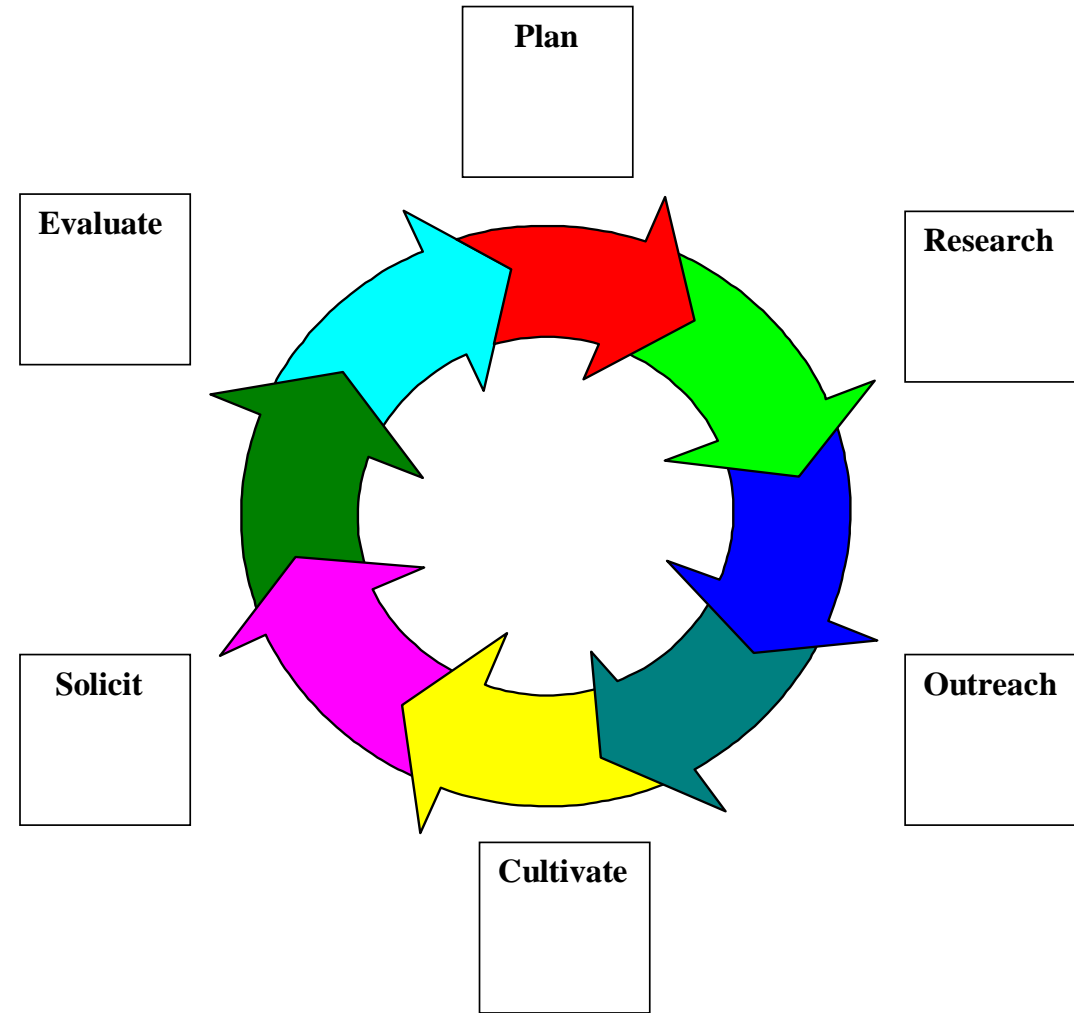


Effective Relationships and Partnerships

- Dynamic collaborations address solutions
 - Every partnership is grounded in mutual respect, appreciation, gratitude and benefit.
 - Valued investments of time, talent and treasure
 - Everyone involved is making a contribution
- ❖ Fundraising is more than getting a donation. Success comes from effective long-term relationships and partnerships.



The Never Ending Story



Five Good Ideas

- 1:35 Questions and Answers



Group Activity: 5 Good Ideas *Make Them Great*

- 1:45 Introduction of Case Study (Annette Taylor)
- 1:55 Small Group Discussions
- 2:20 Reporting
 - Each table responds by sharing ideas and suggestions on how they might use these ideas in their own organization
- 2:45 Adjourn

