

# 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?

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Has your club added Bring Up Grades, Terrific Kids, Young Children: Priority One and other SLP programs?

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

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