Developing community partnerships

Objective: To examine how to increase or expand your club's partnerships and sponsorships

Purpose: To clarify what the community needs from Kiwanis and determine whether partnerships or sponsorships could help the club in addressing these needs.

Goals: To determine who the club might collaborate with, financially or otherwise, to make your impact bigger and better.

Audience: Board members, with participation where designated from club member

Does your club take advantage of partnering with others around the community? Developing relationships with others can make your club more connected, relevant and vibrant. Clubs that are connected have more opportunities.

Here's how your club can start thinking about connecting with more agencies, organizations and businesses:

1. Use research and members' networks to develop a list of groups that your club might collaborate with. 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. In a partnership, both of you benefit from supporting each other's activities with the resources each has available. 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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Which organizations could the club approach for sponsorships? Look for like-minded businesses that already sponsor social, educational or youth-oriented programs.

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For more information about how to develop a solid sponsor for your club, take a look at our sponsorship toolkit.

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

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Coexist	Relationships	Partnerships/sponsorship
Organizations that are present in the community with whom a relationship might be beneficial	Organizations the club has any kind of relationship with	Organizations with partnership or sponsorship potential (based on community survey results)

2. 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.