



# DEVELOP PARTNERSHIPS

**PURPOSE:** To help club leaders find ways to increase the club’s impact, mitigate costs and create a more cohesive community.

**AUDIENCE:** Board members, general membership.

**FREQUENCY:** Annual — or any time the club has experienced significant changes in its membership or service interests.

## CO-EXIST

Clubs that are connected have more opportunities. Here’s how your club can get started:

- Reach out to government or business organizations that can help you identify who is working in your community.
- List the entities that your club is currently not doing business with in the “Co-exist” column of the tool.
- Research these entities. Do they have a vision or mission that complements your club’s? Can they support your goals? Do you have a member or partner with a connection to someone who works there?

## RELATIONSHIPS

Consider the following questions:

- Where have you purchased supplies for projects?
- To whom have you reached out for donations or sponsorships?
- To whom have you sold event tickets?
- Who has provided volunteers for projects?
- To whom have club members provided service hours?
- Who does your club support?
- Who has come to speak at club meetings?

List these entities under the “Relationship” column of the tool. How can you move the relationship into a partnership relationship? How can you provide them additional visibility by recognizing their support?

Use the results from **Evaluate your impact** tool for potential needs and opportunities.

## PARTNERS

These are organizations or entities that your club has a long-term relationship with. Some you can name immediately — but don’t forget to use the **Celebrate success** tool to help recognize your partners and strengthen that connection. And consider situations that can help you strengthen a partnership:

- A member of your club is on their board.
- They have a member in your club.
- You plan events together.
- You have connected them with a third partner.

Look at your previous lists. Who can you develop a partnership with? Based on your current club projects and target populations, who might you approach to ask about partnership? Use the **Community survey** tool results to help identify a good partner.

Sponsorships are an important part of many club fundraisers — don’t forget to offer a free membership for a year to your most generous sponsors. To learn more about strong sponsor relationships, get our sponsorship toolkit at [kiwanis.org/members-partners](http://kiwanis.org/members-partners).

Use the results of this analysis in conjunction with the **Evaluate your impact** tool to enhance your club’s operations. Any action identified in this process should be reflected in your goals within your Club Excellence plan.





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<b>COEXIST</b> Organizations in the community with which a relationship could be beneficial.	<b>RELATIONSHIPS</b> Organizations with which the club has any kind of relationship.	<b>PARTNERSHIPS/SPONSORSHIP</b> Organizations with partnership or sponsorship potential (based on community survey results).





**Look at businesses and organizations in your community. Then consider these questions:**

Do you have a project or potential project that you could use to build a relationship?

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Among organizations with which you already have a relationship, which could you approach about a partnership?

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

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Have any nonprofits or nongovernmental organizations relevant to your cause been established within the last few years?

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

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