



Top 10 Tips for Successful Community Partnerships

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Community & Business Partnerships

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Corporate mistrust remains high with 60% of Australians saying they do not trust most big corporations.

Instead Australians are looking for a sense of trust from their local communities.

- 88% say it's important to get to know your neighbours. 86% say it's important to be involved in your local community and 78% say I would like to live in a close knit community where people knew each other.
- At the same time 85% of Australians believe that a successful company has to have a good presence at a **local** level.



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- Overall Australians are scathing of the corporate world. There is little trust and many negative sentiments.
- Fortunately Australians do regard the corporate world as successful and competent. They just feel the ethics and values of the corporate world clash with their own.
- Whilst they value caring and putting people before profits, they rarely see these things reflected by corporate citizens.

The following chart indicates their overall perception of corporate Australia.

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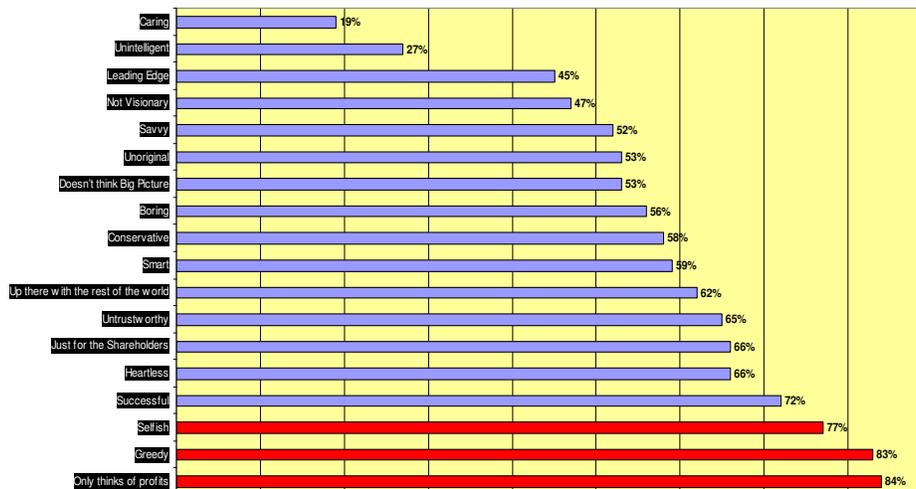
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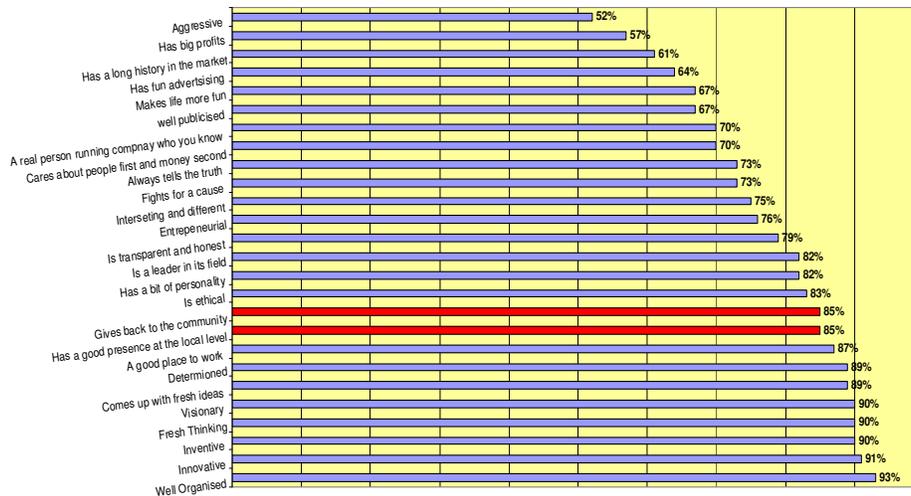
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Australians attitudes to the corporate world



The alternative view



Source: Eye on Australia 2004 – Grey Worldwide



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Building Stronger Communities Through Stronger Community Organisations

Forming Partnerships – The Benefits to Business

- Staff morale, recruitment and retention
- Team building
- Profitability standing and more business
- Knowledge and skills
- Demonstration of Social Commitment
- Potential to become employer of choice

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Forming Partnerships – The Benefits to Community Groups

- Projects and achievements
- A deepening relationship
- Morale and support
- Knowledge and skills
- Profile and Influence

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Forming Partnerships – The Benefits to Your Local Community.

- A general social improvement in the area
- An increase in flow on benefits to the community as a whole
- Inspiring others

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It's all about bucks kidthe rest is conversation

Gordon Gecko
Wall Street

Is that how your partnership will be framed?

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Community Business Partnerships: The Mix

- Business as a Collection Point
- Volunteering
- In-kind Donations
- Pro-bono or Discounted Services
- Sponsorship
- Skills and Knowledge
- Mentoring
- Sharing/Donation of premises and other Infrastructure
- Employment/Work Experience
- Community Involvement Programs
- Monetary Donations
- Scholarships & Awards

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The Top 10 Tips for developing successful partnerships

1. Don't ALWAYS start by asking for MONEY
2. Start by getting a clear view about what it is exactly you want the partnership to achieve – what does each party bring to the table
3. Express it simply – in a written format and also broken down into overheads (no more than 10)
4. A face to face meeting to present the vision
(FIND THE DECISION MAKER)
5. An agreement drawn up with the details and questions resolved - sometimes takes a number of meetings.

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The Top 10 Tips for developing successful partnerships

6. Establish regular meetings to discuss the progress and mutual satisfaction with the project
7. Gradual deepening of the relationship – This can be by broadening the relationship or by engaging the partner in other events
8. Internally think about planning for next steps in the relationship
9. Don't assume the partnership is forever – plan for the separation (in advance – who keeps the dog)
10. Thank the partner – in writing, in meetings, in public

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The 11th tip

If you want to end a partnership QUICKLY –

- Walk across the road and invite a competitor to be involved
- Never thank a partner
- Always expect something and never give in return
- Let the relationship stagnate
- Send a submission like these.....

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Thank you for your interest in becoming a member of the [redacted]

Funds raised from the scheme will generate awareness and provide opportunities for young people throughout [redacted] to become involved in [redacted] Development and Unemployment programmes aimed at [redacted]. The programme is designed to remove youths from the streets and into your local [redacted] and is dedicated to reducing juvenile crime. Your funds will also [redacted] in subsidising costs for young people and families unable to access our facilities due to financial difficulties.

HOW DOES YOUR COMPANY BECOME INVOLVED?
There are five levels of support of which any one would be greatly appreciated.

STANDARD MEMBERSHIP
At the standard level you shall receive a colour, framed [redacted] Certificate of Appreciation to display at your business premises thanking you for your support. Four quarterly coloured newsletters mailed to all members of the [redacted] including [redacted] fellow Business Supporters, Government and Political Supporters. In addition to this, you receive an entry in our [redacted] Directory twice a year, which is mailed out with the quarterly newsletter updating you on the club and indicates where your hard-earned money is spent each year.

DIAMOND MEMBERSHIP
Includes all of the above, plus a business card size advertisement in our [redacted] Directory, and two complimentary tickets to a [redacted] function throughout the year.

PLATINUM LEVEL MEMBERSHIP
Includes all of the above, plus a business card size advertisement in our quarterly newsletter, two complimentary tickets to the [redacted] and full family membership [redacted].

EXECUTIVE LEVEL MEMBERSHIP
Includes a quarter page advertisement in our newsletter, complimentary table for ten people to the [redacted] two complimentary meals at a sponsored function throughout the year, full family membership to [redacted] and recognition in our annual report as a corporate supporter as well as agreed use of the [redacted] logo in certain instances.

BRONZE MEMBERSHIP
All sponsors at this level will receive a colour, laminated [redacted] Certificate of Appreciation to display at your business premises and a tax-deductible receipt. Your assistance at this level would make a considerable difference and with your permission we would like to contact you at a later date or contact the person above to arrange possible further involvement.

PLEASE NOTE: ALL DONATIONS OVER \$2 ARE TAX-DEDUCTIBLE

OUR IMPLEMENTATION OF A MENTORING PROGRAM IS HAVING GREAT RESULTS NEEDS SUPPORT PLEASE CALL & YOUR LIFE INFORMATION A

IF YOU CAN ✖

Dear Sir/ Madam

I am writing to you in my capacity as [REDACTED]
[REDACTED]

It has long been our vision of [REDACTED] to host a Women's conference in the [REDACTED] and bless the women of our community.

God has made this possible by blessing us with the venue and our wonderful church was finely completed last year.

My church supports us on a local level and advanced us an initial outlay for printing and mailing costs, however the rest of the fundraising is up to the [REDACTED] women.

I am requesting assistance from your organisation in the form of a financial donation. This donation will be used for the conferences outlay in the paying for entertainment, food and the travel and accommodation of our guest speakers [REDACTED] and [REDACTED]

In faith we have set the dates for our [REDACTED] conference on the [REDACTED] of [REDACTED]

Thank you for your time, and may God Bless you and your Family.

Yours Truly