Top 10 Tips for Successful Community Partnerships

Patrick Moriarty
Director Training and Development
www.ourcommunity.com.au

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.
• 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.
The alternative view

Source: Eye on Australia 2004 – Grey Worldwide

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
Forming Partnerships – The Benefits to Community Groups

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

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
It’s all about bucks kid ….the rest is conversation

Gordon Gecko
Wall Street

Is that how your partnership will be framed?

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
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.

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
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.....
Dear Sir/ Madam,

I am writing to you in my capacity as [position].

It has long been our vision to host a Women's conference in the [location] and bless the women of our community. God has made this possible by blessing us with the venue and our wonderful church was finally 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 [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 [names] and [names].

In faith we have set the dates for our [conference] conference on the [date] of [month].

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

Yours Truly