

PERFECTING YOUR PARTNERSHIP

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CULTIVATING PARTNERSHIPS

PASSIVE RECRUITMENT

- Letting the partnership opportunities come to you
- No Strategy for partnerships
- Who benefits from these partnerships?
- How does this affect your brand?

ACTIVE RECRUITMENT

- Seeking out beneficial partnerships
- Clear strategy
- Knowing who benefits from these partnerships.
- Enhancing your brand

PARTNERSHIP STRATEGY

- Who are you actively pursuing?

Ex. Individuals, organizations and/or educational institutions.

- Whom is pursuing you?
- What opportunities exist to further your partnerships?




YOUR TARGET MARKET

- Who are you seeking to reach with this partnership?
- How will this add value to your members?
- Will they directly benefit from this partnership or does the benefit for the partner outweigh the cost?




YOUR BRAND

- Will your partnership enhance your presence in the nonprofit community?
 - Does it support the Mission of your Chapter?
 - Does it support your goals as an organization?
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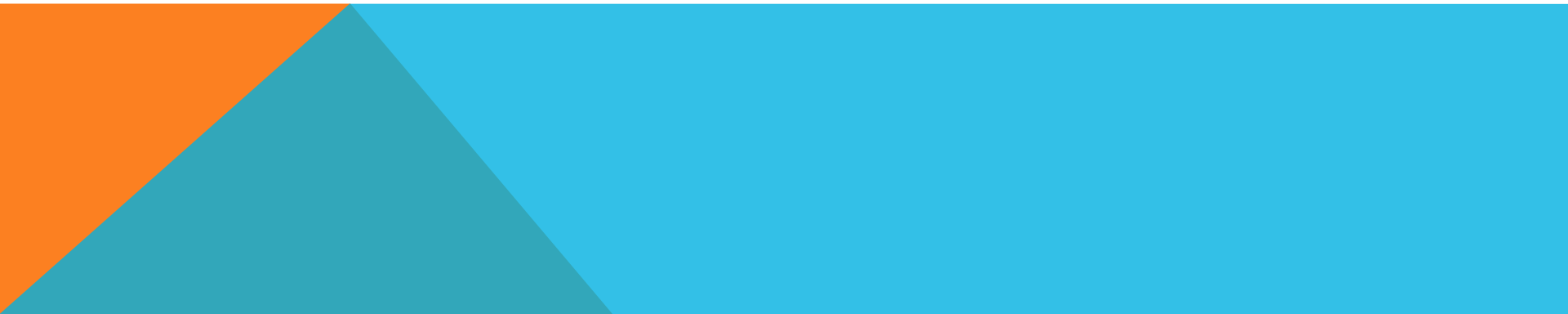
MAINTAINING PARTNERSHIPS

COMMUNICATION

- Host Get-Togethers or Meet and Greet for boards.
 - Create a forum for open communication.
 - Update partners on current events and get updates from them as well.
 - Link calendars on websites.
 - Hold round tables with similar chairs and committees from each organization to brain storm ideas and solutions.
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COLLABORATION

- Co-host a project.
- Share resources such as mailing lists, social media reach, nonprofit status, good reputation.
- Co-sponsor events
- Think of an organization or company that would benefit from your demographic as their audience



DISTINGUISHING PARTNERSHIPS


WHEN TO SAY “YES”

- Adding value to your members
- Enhances your brand
- Provides Opportunities that are not readily/easily available to them.

WHEN TO SAY “NO”

- Each partnership opportunity should meet the “Yes” criteria

YNPN-NYC

- Our Chapter created a strategy to actively recruit partnerships.
 - This strategy included determining which partnerships worked for our members and those that did create value for them.
 - We also decided to maximize our efforts and partner with other young professional groups to enhance our professional development offerings.
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YNPN-GR

- **Our chapter also actively recruits partnerships**
 - We have partnered with groups that have overlapping demographics such as Grand Rapids Young Professionals (GRYP) and Business Leaders Linked to Encourage New Directions (BL₂END)

YNPN-GR

- OUR CHAPTER ALSO ACTIVELY RECRUITS PARTNERSHIPS
 - We have partnered with groups that have overlapping demographics such as Grand Rapids Young Professionals (GRYP) and Business Leaders Linked to Encourage New Directions (BL₂END).
 - We focus on how to best achieve talent retention in Grand Rapids.
 - **We partnered with Meijer to be the presenting sponsor of the the YNPN Mini Conference**
 - Meijer wants to have a presence in the nonprofit community.
 - What better way to reach so many organizations at once?



Questions?