

Engaging Non-traditional Partners

Robyn Litke, Coordinator
Safe Communities Coalition of the Red River Valley
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Presentation Objectives

- Define partnerships
- Discuss need for partnerships
- Look at benefits of partnerships
- Discuss planning for partnership development
- Examine methods of engaging partners
- Provide examples of non-traditional partnerships



Definition

- Traditional
- Non-traditional



Why Do We Need Partners?

- Funding issues
- Scope of the problem
- Advocacy
- Reenergize programs
- Necessity



What do you have to offer?

- Expertise
- Resources
- Credibility
- Recognition
- Networking
- Funding



What do they have to offer?

- Funding
- Resources
- In-kind services
- Access
- Appeal
- More partners!



Preparing

- Research
- Define problem
- Define need
- Define expectations
- Develop a sales pitch



Methods of Engaging

- Coalition members
- Other partners
- Utilizing goods/services
- Memberships
- Promotional packet
- Cold call



Other Partnership Essentials

- Anticipate roadblocks
- Praise and recognize
- Evaluate



Partnership Examples

- Uniting partners
 - Super coalition
- Other examples



Summary

- Partnerships are essential to meeting our goals
- Partnerships provide benefits to both parties
- Building partnerships requires planning and evaluation
- Learn from experiences of other organizations
- Uniting partners may be beneficial to your organization



Thank you!

Contact Information:
Robyn Litke, Coordinator
Safe Communities Coalition of the Red River Valley
Fargo Cass Public Health
401 3rd Avenue N
Fargo, ND 58102
701-241-1341
rclitke@yahoo.com

