



## ENGAGE **Partners** IN CYFAR PROGRAMMING

Involving community partners in your initiative generates excitement for and collective ownership of the project. This can lead to more community awareness, increased referrals and participation, implementation support, and sustainability. Below are strategies for engaging key stakeholders.

### IDENTIFY YOUR NEEDS:

List out specific needs for making your project more successful (e.g., volunteers, delivery space, expertise or advice, supplies, publicity, meals, or funds)?

**IDENTIFY POTENTIAL PARTNERS:** Once you have listed your needs, brainstorm community members or organizations that may be able to contribute time or resources. Be creative!

**HIGHLIGHT THE BENEFITS OF PROJECT INVOLVEMENT:** For each potential contributor, identify how their interests or mission aligns with yours and list the benefits for them of supporting your project. Some examples include the following:

- *Enhanced community reputation*
- *An interest in improving lives*
- *Access to new business customers*
- *Branding of a product or service*
- *Community development goals*
- *New relationships*
- *Training or new skills*
- *Personal satisfaction or fulfillment*
- *Tax incentives for a charitable contribution*
- *Partners for shared outreach goals*
- *Public recognition*
- *Business opportunities with other entities*

Example: A new project wants to partner with a school to implement an afterschool science enrichment program with a parent engagement component. They need delivery space and access to students to recruit. They review the school district's strategic plan and academic standards online to identify how the program is aligned with the school's family outreach goals and academic standards. In addition, they decide to extend teacher training stipends.

**EQUIP A PROJECT CHAMPION TO MAKE AN ASK:** Capitalize on the experience of those who have managed relationship-building processes before! Prepare a respected and enthusiastic individual with speaking points that explain the need for the project and its intended impact. Be clear, concise, and specific in the ask. Also, know what can be offered in exchange (i.e., training or acknowledgement on a participant recruitment flyer).

The **Share Page** of the [cyfar.org](http://cyfar.org) Website allows Sustainable Community Projects to post project highlights and view the successes of peers. Visit the page to explore how others are forging partnerships!

Access the Share Page through this link: <https://cyfar.org/shared-news>

