

Building Partnerships to Increase Impact

October 1, 2015

Executive Summary

Why form partnerships?

- We can't do it all ourselves
- Good partnerships provide benefits for all involved

What will you learn?

1. The elements of establishing partnerships for mutual benefit
2. How to identify potential partners
3. How to approach potential partners with a compelling offer to work collaboratively

How will this benefit your organization?

- Enabling access to new skills, resources & audiences
- Increasing your impact

I-5 Partnership Framework

- Intention
- Identification
- Introduction
- Incorporation
- Implementation



Agenda

1. Introduction – 5 min
2. Importance of forming partnerships – 5 min
3. Central Ohio Earth Day example – 10 min
4. Partnership framework – 15 min
5. Break-out session – 10 min
6. Q & A – 10 min

Your Presenter

Tad Dritz

- Founder & Board President of Green Columbus
- Encouraged over 85,000 hours of community service
- MBA & MS in Natural Resources from University of Michigan
- BS in Chemical Engineering from Ohio University
- Registered Professional Engineer
- Business development specialist with a focus on cleantech

Green Columbus

- Non-profit (501c3) founded in October 2007
- Promotes sustainable living by:
 1. Providing Forums
 2. Raising Awareness
 3. Encouraging Action
- Organizes largest Earth Day volunteer event on Earth
- Hosts monthly Green Drinks, environmental networking & educational event



Why Form Partnerships?

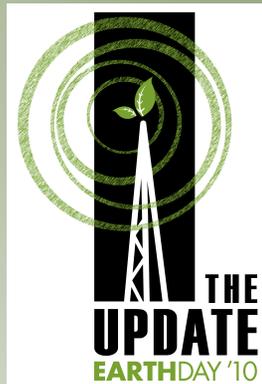
1. We can't do it all ourselves
2. Access skills and resources outside our organizations
3. Introduce your message and programs to new audiences
4. Increase your organization's impact

Why Do Partners Want to Collaborate?

1. They can't do it all themselves
2. Access skills and resources outside their organizations
3. Introduce or associate their mission or business with the positive work of your organization
4. Increase their impact by improving morale,

Central Ohio Earth Day

- Reborn in 2007
- Innovative model of combining a large-scale volunteer effort with a celebration
- Grown from 1,300 volunteers in 2007 to over 4,500 in 2015



How it Works

1. Establish dates and theme
2. Reach out to existing and potential partners
3. Provide support infrastructure, such as website registration tool
4. Solicit and gather service site and volunteer rewards (soil, mulch, tools, burritos)
5. Broadly market event, primarily through media partners, to recruit volunteers
6. Distribute supplies and rewards to service site leaders
7. Conduct volunteer event and celebration

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Partnership Framework

1. Intention

- Start with what you want to achieve
- What end result would be a positive outcome?



Important to keep this in mind at all stages to ensure that partnerships move things in the right direction

Partnership Framework

2. Identify potential partners

- What resources are you lacking?
- Who has these resources?
- Do they have shared values?



Look for areas of alignment with potential partners.
Don't be afraid to brainstorm.

Partnership Framework

3. Introduce concept to prospective partners

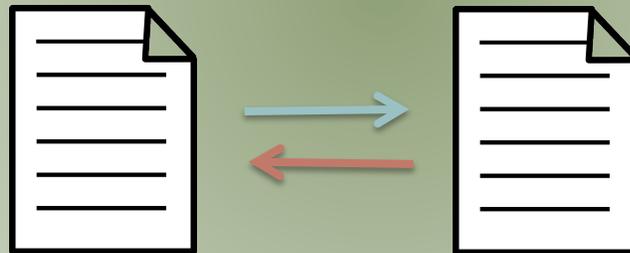
- What is it?
- What's in it for them?
- What are your organization's needs?



Be honest, but not modest.
Clear and concise communication is best.

Partnership Framework

4. Incorporate partnership in writing
 - Expect the best
 - Plan for the worst



Again, clear and concise communication is best.

Partnership Framework

5. Implement and follow-up

- Do what you agreed to do
- And more, if possible
- Share results and accolades



Thank them.

Break-out Session

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