







**THE WHAT, WHEN, WHY, WHERE
& HOW OF PARTNERING**
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What

Partnerships with community nonprofit organizations in order to realize mutual benefits.


- Items we typically receive from partners:
 - Free publicity (newsletters, email listserv, displays, website links, recognition as partner in literature)
 - Use of facilities
 - Access to potential instructors & course opportunities
 - Invitations to partners' events
 - Discounts on performances



What

Partnerships with community nonprofit organizations in order to realize mutual benefits.


- Items we typically provide to our partners:
 - Free publicity (newsletters, email listserv, displays, website links, recognition as partner in literature)
 - Access to research participants
 - Access to potential volunteers
 - For retirement communities (on-site courses, group membership rates)



When

- You should continually seek out appropriate community partners.

- Partnering should be part of your public relations and development strategies.



Why


- Public awareness about your mission and important role you play in the community.
- Gain access to community resources.
- Create unique co-sponsored activities.
- Increase your membership.
- Serve community through volunteering opportunities.
- Build friendships and networking opportunities.



Where

- In your community

- In your host university



How

- Get “buy-in” from leaders
- Establish policies
- Create process
- Meet with Director or other leader of potential partner
 - Determine benefits together
 - Be willing to take the first “good faith” step
 - Place each other on email listservs
- Follow through
