

# The Path to New Partnerships

## *Why We Need Partners*

### Partners add:

- Information & Resources
- Ideas & Perspectives
- Scope, Diversity & Influence

### Ask:

Who might be interested in our issue?  
Who would benefit from change?

## *How To Find New Partners*

- Start with the “usual suspects” such as coalition members & expand from there.
- Have current partners identify 1-2 additional people who might get involved.

## *How To Expand Your Sphere Of Influence*

- Keep active members involved
- Try to get passive members involved in the issue at hand
- Utilize a partner’s capacity to network with others
- Ask partners who can to get their own employees involved
- Know how a partner’s funding source affects how they can be involved
- Know what special resources a partner brings to the table
- Promote the newsworthy aspect of community partners coming together for a cause

## *How to Reach Out to New Partners*

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### Identify the Potential Partner’s Self-Interest

- What is in it for them?
- What is the common mission?
- What facts or outcomes will they be the most interested in?
- What tactics will be consistent with their organization?

2.

### Plan a Meeting with Potential Partners

#### Decide:

- Who should ask for a meeting?
- Who will attend?
- Who will be the primary spokesperson?
- What your desired outcome is?

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### Plan Responses to Questions

- Anticipate predictable barriers or questions
- Decide what to do if you get a yes/no/maybe

## *When To Involve Partners*

- Early & Often
- Special Events
- Critical Campaign Points
- Concentrated Campaigns
- Whenever They Can Help

# ***Tips for the Meeting with a Potential Partner***

## **Make a good impression**

- ABS: Appreciation builds support
- Listen carefully to their responses
- Take time for small talk (build trust)
- Build levels of agreement
  - Do they understand your goals/purpose?
  - Do they agree?
  - Will they make a commitment to help?

## **Make “The Ask”**

- Think BIG in your ask.
- Identify specific activities that the partner could be involved in such as:
  - Writing a letter
  - Attending a meeting to educate a policymaker
  - Providing funds or in-kind support
  - Sending notes to key decision makers
  - Using their sphere of influence to get more people involved

## **End the Meeting by...**

- Briefly restating their commitment
- Positive reinforcement for involvement

## **Follow-Up After a Meeting**

- Always say thank you
- Did they do what they said they would do?
- Ask about the effect of their effort
- Encourage continued involvement

Created by:  
The Tobacco Control Resource Center for Wisconsin

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## ***Summary***

Coalitions cannot change or be sustained without new partners.

Recruitment must be a constant.