

Marketing Your Coalition to Increase Partnerships

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Effective Partnerships

Consider These Questions:

- Who would make a good partner?
- What would a partner do? What can I offer in return?
- When would a partnership be valuable?
- Why do I want a partnership?
- How can I be a good partner?

Who would make a good partner?

Organizations with similar mission/vision

Groups who share community purpose/goals

Those who can increase your sustainability

Those who meet a specific, quantifiable purpose

Other?

What would a good partner do?

Share the work and the credit

Collaborate

Help you meet your goals

“You rub my back, I’ll rub yours”

Other?

When would a partnership be valuable?

Too much work for one organization

Consensus is important

Experience that you don't have

More people, stronger coalition

Other?

Why do I want a partnership?

Partnerships with other community groups, organizations, citizens will help increase the ripple effect of your coalition, making it easier for you to do your work, meet your goals, increase community health and wellness.

How can you be a good partner?

Be clear with expectations, roles & responsibilities

Be respectful of their other relationships, time & projects

Don't "pillage" and run

Early involvement

Culture of feedback/evaluation

Finding the right partners

Reaching Out

- Those who share your mission/vision
- Those with common community goals
- Local Civic groups
- Media Partners/outreach partners
- Human resources/volunteers
- Business organizations
- Schools
- Municipalities
- Other?

Approaching Partners

The Golden Rule & then some

- Work to promote win/win situations by working together
- Be honest - it really will take time, talent, resources
- Approach as you would want to be approached
- Be creative! Think out of the box

Motivating Partners

Encouraging active participation

- Be respectful of their mission
- Provide encouragement, support, recognition
- Collaborate, really!
- Public rewards/shared credit

Keys to Success

10 Steps to Effective Partnerships

- Reach out to those with a shared mission/vision
- Volunteers/supporters are natural partners
- Give as much as you get
- Borrow ideas from others, its okay!
- Collaborate, not just in words but in deeds

Keys to Success

10 Steps to Effective Partnerships

- Make the partnership meaningful
- Share the credit, the work, the controversy
- Reward/recognize partners regularly
- Evaluate the partnership often
- Have an exit strategy

Exit Strategy?

Crisis Communication - Why you need it

- Sometimes partners fail/have issues
- Protecting your brand promise
- Reassurance to community
- May provide help to the partner in crisis
- You owe it to your constituency - regardless of the partnership

Try your hand....

The Scenario

Your coalition has been involved with a community group for the past two years. The focus of the partnership is on preventing underage drinking and your two groups have collaborated on a community-based program that includes significant public outreach, school programs, and media outreach.

Try your hand....

The Scenario...continued

Last Saturday night two teenagers were seriously injured in a traffic accident; it is alleged that they had been partying at the home of your partner's leader.

The media and police further speculate that your partner was knowledgeable and/or contributed to the hosting of the party.

What do you do?

Try your hand....

Please take 20 minutes to develop a crisis communication plan.

How do you respond to media requests?

What do you say to your volunteers/family members?

What happens to all the good that your partnership accomplished? How do you preserve the good/let go the bad?

Crisis Communication

Prepare - if you don't end up needing it - all the better:

Statement for media

Statement for friends

Q&A - a way to work through the issues

Internal First - don't forget that your friends/volunteers are all "experts"

Inform them as soon as possible

Provide them with key talking points

Don't forget your Target Audience!

How does this story resonate with teens??

What do you want them to know?

Crisis Communication

How do you respond to media requests?

Name one spokesperson

Maintain a “tone”

Be consistent

What happens to all the good that your partnership accomplished? How do you preserve the good/let go the bad?

Thank you!

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