

PART 4: Partnerships

Collaborative partnerships are built on honesty and authenticity. This takes time and requires open dialogue.

| What do you need? | What can you offer? |
|-------------------|---------------------|
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| Potential Partner | What are your assumptions about why they'd be a good partner? |
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Identifying Partners

- Go to events that attract a diversity of audiences and/or occur in different parts of town.
- Introduce yourself to the event organizers.
- Sign up for e-newsletters that cover topics outside your work/school/congregational worlds.
- Talk to your neighbors! (Do this anyway, but you never know who your neighbors know...)
- Read local news sources to find out who is doing what around Indy.
- Reach out to your potential partner by asking for a face-to-face meeting.

Partnerships are relationships – invest the time!

PART 4: Partner Responsibilities

Keep track of who agrees to do what and how partners will be recognized.

| Name & Contact Info | Role/Responsibility | Recognition |
|--------------------------------|----------------------------|--------------------|
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Partner Contacts & Promises

After you have identified and met with your collaborative partners, keep a detailed list of who you are working with: Names, titles, organizations, email, phone, addresses—even Facebook page names, Twitter handles, and web addresses for cross-promotional purposes.

Agree to and outline how you will recognize your partner's contribution. Failing to properly recognize and thank event partners could damage future collaborative possibilities.