

# Information Sheet: Steps to Building Partnerships

- 1. Determine a Goal to Focus:** Set goals that support your school's health and wellness vision.
- 2. Choose an Event or Activity That Supports Your Goal:** Brainstorm ideas for an event or activity that support your goal.
- 3. Select a Target Audience:** What specific groups do you want to reach by creating the event or activity?
- 4. Understanding Your Own Resources and Expertise:** Make a list of the resources and services that are offered in-house. What are some resources and services that the school or staff members can offer that would be beneficial to the event or activity? Have potential participants fill out the Life Skills Assessment worksheet.
- 5. Determine a Partner:** Research and identify stakeholders. Which partners share your vision in the community? How to identify potential partners? Talk to parents, parent delegates, families and professionals in your community. Conduct internet research, consult with potential funding sources and consult with key leaders in your community. Brainstorm potential partners that would be a good match (review Potential Partner List to generate ideas). Discuss your potential partner with your administrators.

- 6. Create Marketing Tool:** What is the best way to market your idea for the event or activity to your potential partners? What makes you unique and appealing to potential partners? Activity: Create a Vision Board that will be used for marketing purposes to represent the benefits of working with your center on the specific event or activity.
- 7. Contact Your Prospective Partners:** How will you contact your prospective partner? Send a letter, email, phone call or set up a meeting.
- 8. Plan for long-term sustainability and build capacity within the school:** Create a realistic implementation plan that meets schools needs and makes the most out of school resources. Establish a planning committee with staff members, parents, etc. Create a sign-up sheet and set an initial meeting date.
- 9. Jointly Establish Your Outreach Plan:** Take time to jointly establish a plan for your event or activity. Agree on goals and objectives. Develop clearly defined roles and responsibilities for staff and partners. Create a written plan that outlines procedures. Sign an Agreement Letter.

## Looking Ahead

- **Host an Event or Activity:** ENJOY! Have a sign-in list to keep track of participants.
- **Evaluate Collaboration & Partnership:** It is important to track and record your process and work to see if you met your goals. Has the event or activity met your expectations? How can you continue to access progress?
- **Share Success Stories:** By sharing your successes others will clearly see the value and benefits of joining your particular outreach effort. Show appreciation through recognition.