POWER Virtual Workshop

Partnership Development
Why are POWER Partnerships Important

- Break down traditional silos to create transformative change
- Partnerships extend reach among target populations
- Multiple perspectives support creative problem-solving
- Multiple organizations working together improve project sustainability
Grantees must:

- Show evidence of strong input and engagement of broader community in planning and project design
- Engage multiple stakeholders; work with partners from multiple disciplines
- Leverage program funds from multiple sources (both public and private)
Demonstrating Robust Partnership Development

**Multiple stakeholders - various sectors**
- Public
- Private
- Non-profit

**Multiple disciplines - content expertise**
- Opioid specialists
- Workforce development professionals
- Real estate developers
- Access to capital/fund development
- Recreational tourism, agriculture
- Telephone co-op or cable provider
- Organizations or professionals that engage with target population regularly & can offer unique insights (i.e. public libraries, schools, faith-based organizations, hospitals, etc)
- Etc
How to Identify Partners

• **Ask:**
  • existing partners,
  • state ARC program managers
  • other state/federal/local funders

• **Leverage online search engines**

• **Prioritize partner list by:**
  • identifying overlapping missions
  • pinpointing missing skillsets from the team
    • outreach
    • evaluation
    • federal grants management experience
    • project-specific expertise (e.g. workforce, business, broadband, agriculture etc.)
Engaging Partners

- Help partners become a part of something bigger than themselves - allow partners to influence the project design
- Conduct regular check-ins with partners as proposal may morph during the development phase.
- During proposal development, discuss data needs - how/when it will be collected

Pro Tip: Be strategic. Partnerships should be meaningful. Do not overcommit project budget to too many partners.
Clearly Define Partner Roles

- **Project team** – executing key activities, regularly engaged
- **Oversight/ Advisory committee** - provide insight during proposal development and periodically engaged throughout project to ensure effective implementation
- **Cash/ In-kind contributions** – cash, space, equipment, supplies, pro bono services (e.g. attorneys, specialized accountants, etc), etc

**Pro Tip:** Only include necessary partners on the core project team.
Documenting Partnerships – Support Letters

1. **Key partner:**
   - Outline specifics about the key activities and expertise
   - Can consider submitting MOUs in lieu of key partner support letters
   - If applicable, be specific about in-kind (what is involved and $ amount) and/or cash donations ($ amount)

2. **Community support:**
   - State the need that the project will fill in the community and support for project
   - Describe collaboration history with the org/how interaction impacted the development of the project (e.g. shared data/insights, influenced X key activity etc)

No need for letter(s) to extend beyond a page

**Pro Tip:** Strong applications have both types of letters. Avoid 100% templated letters.
Get Started Now

It takes time to:

• Build trust which only comes from building relationships
• Co-develop proposals and programs
• Identify roles
• Write and collect support letters
• Garner matching funds
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