



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)

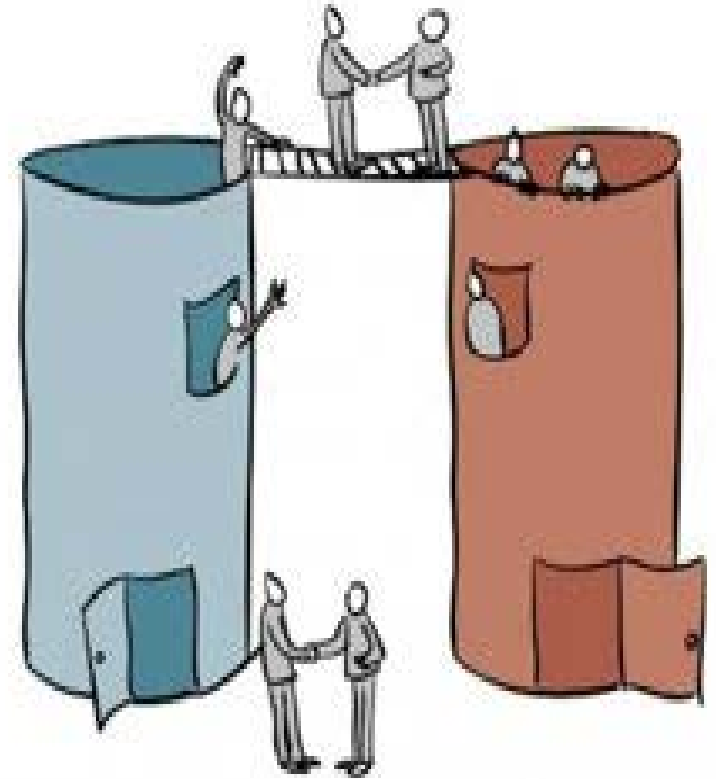
Demonstrating Robust Partnership Development

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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