

# BROTHER, YOU'RE ON MY MIND

## Tips on Forming Key Partnerships

### IDENTIFYING KEY PARTNERS

#### What elements make for a successful partnership?

- Ω Clear mutual benefit for both parties
- Ω Time and capacity within both organizations to dedicate to partnership
- Ω Regular and open communication

#### Discuss and determine the following with your chapter:

- Ω Based on current priorities, what are you trying to achieve through partnerships?
- Ω Does this organization value diversity?
- Ω Do we share similar organizational goals?
- Ω What is the benefit, both for our chapter and the potential partner?
- Ω How long will the partnership last?

#### Examples of potential partners:

- Ω Local chapters of mental health organizations
- Ω Local businesses with a vested interest in the African American community
- Ω Local churches

See the *BYOMM Community Outreach Checklist* for more ideas on potential partnerships.

### DEVELOPING PARTNERSHIPS

- Ω Identify the “ask.” What specific actions do you want your potential partner to take?
- Ω Do your homework on the organization.



- Ω Make the following clear to the potential partner:
  - What each party’s role would be in the partnership
  - How long the partnership is intended to last
  - What the benefit of the partnership is to them
- Ω Create an informal partnership agreement if necessary.

### MAINTAINING PARTNERSHIPS

- Ω Identify a liaison. Choose a member of your chapter who will be your partner’s point of contact.
- Ω If there will be costs associated with the partnership, make it clear up front what those costs will be.
- Ω Track partnership activities, so that you can evaluate the partnership at the end of the year.
- Ω Communicate regularly with partners. Provide updates on events and outreach successes.
- Ω Celebrate partner contributions. Show partners that you are thankful, with thank you letters, recognition in newsletters, or phone calls from chapter leaders.