

Partnerships

Tips on Approaching Partners

Partnering with other organizations that share your vision and values can expand your reach and improve your programming. Research and networking can help you find organizations that would be appropriate partners for your Venture. Below are some tips to help you approach new partners.

Research the organization. Learn everything you can about a partner before you approach them. Look at their website; try to find out who they partner with and what the organizations have in common.

Think about what you can offer. Partners help strengthen each other's organizations through mutually beneficial agreements. Before you approach a potential partner, think about what you can offer them. Think about what your team can uniquely contribute to the partner. Be confident in your Venture Team's abilities and do not be afraid to express why you think you would be a great partner.

Think about what you need. Consider what the prospective partner can offer that would benefit your Venture Team. Be able to articulate what you are looking for and why. Help the partner understand what they can contribute to your organization.

Establish the relationship. Think about the big picture as well as the small details. What would an ideal relationship with this partner look like? How much contact would you have with each other? Would you put each other's logo and information on your respective websites?

Kinds of partnerships. Brainstorm what kind of partnership you want to establish. Some organizations may require their partners to sign a contract legally binding them as partners, while others may be willing to form informal collaborations.

Build the relationship. Work on building personal relationships within the organization. Often it's a relationship with an individual at the organization that makes the partnership a success, not necessarily what's written in the contract.

Don't get discouraged. Don't give up or feel bad if a prospective partner does not agree to work with your Venture team. An important aspect of partnership building is finding the right partners at the right time. You're better off being turned down from the beginning than working with a partner that can't fully commit to the partnership.

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