



ENGAGING PARTNERS: LOCAL BUSINESSES AND NONPROFITS



ENGAGING PARTNERS: LOCAL BUSINESSES AND NONPROFITS

Identify the Kinds of Support Needed:

- ☐ Funding
- ☐ In-kind donation
- ☐ Volunteers
- ☐ Resources
- ☐ Advocacy/Influence
- ☐ Other _____

How to Identify the Right Partner:

Think of your ...

- Timeframe
- Needs
- Priorities
- Obstacles

Research Checklist:

For Local Businesses:

- ☐ Year established
- ☐ Business owner(s)
- ☐ Challenges
- ☐ Schedule
- ☐ Past neighborhood support
- ☐ Potential conflicting agendas/interests
- ☐ Potential PR issues

For Nonprofits:

- ☐ Mission, Vision, Values
- ☐ Focus
- ☐ Programs
- ☐ Recent support
- ☐ Leadership
- ☐ Schedule
- ☐ Potential conflicting agendas/interests
- ☐ Potential PR issues

Storytelling Checklist:

- ☐ Data
- ☐ Stories
- ☐ Pictures
- ☐ Videos

Storytelling checklist:

- What will you receive?
- What will you give?
- What will you report?

Components of an Elevator Pitch:

30-60 Seconds

- Introduction
- Summary of what you do
- Explain what you want
- Call to Action

Activity

ENGAGING PARTNERS: LOCAL BUSINESSES AND NONPROFITS



Common Ground Diagram:

Things to consider:

- Mission
- Vision
- Values
- Projects
- Challenges shared

