

Partnerships that Work:
Building relationships to advance your library

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Learning objectives

- What is a partnership?
- Types of partnerships that benefit libraries
- What makes partnerships effective?
- Why you should partner
- How to create a successful partnership
- How to reach out to partner prospects
- Overview of "One Book" as a partnership-based program

Workshop overview

Morning: Lecture
Afternoon: Breakout Sessions

- Setting goals
- Identifying partnership needs and benefits
- Identifying prospects
- Building your pitch

What is a partnership?

- A collaboration between two or more parties that benefits all parties
- Three elements: you, your partner(s) and your collective audience
- Focused on expanding the capacity of your and your partners' organizations to serve your collective audience

Definitions: Types of partnerships

- Promotional/Publicity: promote program/service to a key population
- Programmatic: collaborate on program development
- Product: provide materials, books, prizes, refreshments, etc.
- Resource: bring dollars or other resources to the table

Why build partnerships?

- Expand reach of libraries:
 - Increase exposure for library programs/services
 - Build community relationships
 - Bring new audiences to libraries (or a library)
 - Increase the number of library stakeholders
- Enhance library resources
- Achieve the mission and goals of libraries (or a library)

Familiar examples

- Summer Reading
- One Book programs
- Book Babies
- GED programs

Creating a successful partnership

- Define goals
- Identify needs
- Establish what you can offer
- Identify potential partners
- Create your request
- Reach out
- Establish partner recognition
- Follow up

Defining goals

- If you are successful, what will be different as a result of your program/service?
- If you have strong partners:
 - How will the program/service benefit?
 - How will the library benefit?
 - How will the community benefit?
 - How will partners benefit?

Identifying needs

- Promotional support
- Program content or support
- Products (e.g., books, prizes)
- Community action or involvement (*join, participate, tell others, etc.*)
- Funding

What can you offer to partners?

- Recognition as a community steward
- Cross-promotion (*i.e., you and your partner promote each other's programs/services or organization in your respective communications*)
- Volunteer opportunities
- Program collaboration
- Value to their audience base

Identifying potential partners

- Community organizations
 - Youth and senior
 - Arts and culture, heritage
 - Ethnic and cultural groups
 - Service organizations (Rotary, Kiwanis, Lions, etc.)
- Education and Literacy Organizations/Institutions
- Faith communities
- Business
 - Grocery
 - Banks
 - Retail (bookstores, coffee shops, malls, etc.)
 - Movie theaters

Identifying potential partners (cont.)

- Public agencies
- Utility companies (e.g., phone, power, gas, cable)
- Transit providers
- Media (community media, print, radio, TV, outdoor)
- Events in the community (fairs, festivals, etc.)
- Schools/Colleges
- Foundations
- Friends of the Library

Example 1: Tacoma Public Library

Tacoma Reads partners include:

- Mayor's Office
- Mayor's Young Adult Council
- Tacoma News Tribune
- Tacoma School District
- Associated Ministries
- Tacoma Public Library Foundation

Other partners have reached audiences specific to the theme of a book, such as:

- Central Latino
- Black Collective

Example 2: Timberland Regional Library

Major sponsors (funders)

- Kline Family Foundation
- Venture Bank
- Capitol Medical Center

In-kind sponsors (provided facilities and speakers for panel discussion on the book)

- Evergreen State College
- Washington Performing Arts Center
- Centralia College
- Grays Harbor College

Example 2 continued: Timberland Regional

Media

- TCTV filmed and broadcast PSA
- Daily newspaper printed 8-page tabloid readers guides (free and discounted)

Literary sponsors

- Publisher (copies of the book)
- Audio publisher (copies of the book)
- 7 Bookstores (discounts and sales at events)

Creating an effective request

- Set the request level
- Clearly define the specific benefits the partner will receive and what it will give in return
- Develop a request letter or package

Setting request levels

- Do your homework
- Make worthwhile contacts
- Start high
- Correlate value of the partnership with the value of the exposure and/or expense
- Identify the types of partners you need

Common partnership levels

- Solo
- Presenting
- Major and co-sponsors
- Components
- Media
- The “named dilemma”

Effective requests

- Cover letter
- Introduction to your library
- Description of the program/service
- Partner/Sponsor benefits
- Investment levels
- Background on the library (service, impacts, etc.)
- Supporting materials (e.g., posters from last program, sample of a print ad or bookmark, newspaper article, etc.)

Packaging your partnership

- Use clear visual materials
- Prepare a complete, well-thought-out packages
- Get key partners first
- Update your package to show commitments

Reaching out to prospects

- Set a meeting
 - Access
 - Phone/writing
 - Track your outreach

Meeting with your prospects

- Describe project
- Make your case
- Involve and ask questions
- Discuss the investment you want
- Ask
- Establish next steps

Establishing partnership recognition

- Print materials
- Online (websites, e-mail, screen savers)
- Verbal
- Volunteer Involvement
- Signage
- Inclusion in media releases

Follow-up

- The partnership agreement
- Checklist
- Partner relations
- Deliver more
- Final close-out letter

Break for Lunch

One Book Basics

- Goals drive your efforts
- Timeline provides road map
- Budget highlights your needs
- Partnerships make it work
- Book selection can build relationships

One Book Basics

- Book drives programs
- Reading and discussion groups expand impact
- Marketing is key to partnerships and participation
- Keep track
- Share your success

One Book examples

- Multnomah County Library
 - <http://www.multcolib.org/reads/>
- Daniel Boone Regional Library
 - <http://oneread.dbrl.org/task-force.php>

Break-Out Sessions

1. Identifying needs, priorities and potential partners
2. Identifying potential benefits
3. Creating your message
4. Developing your proposal
5. Practice your pitch
6. Report out



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