**IDENTIFYING KEY PARTNERS**

What elements make for a successful partnership?

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

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

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

**Examples of potential partners:**

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

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

**MAINTAINING PARTNERSHIPS**

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

**DEVELOPING PARTNERSHIPS**

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