



Partnership Development Guide

Purpose

When redeveloping a specific property or planning a future redevelopment, you will likely be in need of funding. It is extremely important to develop partnerships with local organizations who can donate materials or other resources that will get your project off the ground.

Communicate early and often

In order to develop a solid relationship with funding partners, you must **identify** potential organizations. Find the right person to contact and call or set up a meeting to discuss the products or services they will be able to donate. It's important to **contact them early** on, even before you have started to execute your project, because they might require certain lead times in order to gather the resources.

Equally important is to **follow up** throughout the planning process. Updating your development partners on your progress will keep them engaged and let them know that their contributions are being put to good use and are appreciated. Use your best judgment to determine how best to provide these updates.

Once you have established useful contacts, keep a running list on file containing each organization's contact information and type of resource they can provide for future projects. Use the **Partnership Outreach List template** spreadsheet to keep track.

Determine what type of resources you need

Depending on the project type, you might need different kinds of resources.

Volunteers

For instance, you might benefit from enlisting volunteers to help with phone calls, community outreach, or to support an event. You might create a resource list of organizations such as churches or nonprofits that can provide volunteer staff time.

Materials

On the other hand, partnering with a supply company such as Lowe's Home Improvement will be useful in securing building or other tangible materials.

Direct funding

Lastly, you might need direct sources of funding, either in the form of a grant or a loan. In this case, it will be beneficial to create and maintain partnerships with local banks.

Know who to contact

Now that you've put together a list of different organizations and businesses in your community that can provide volunteers, materials and/or funding, it will be useful to note the right person within those

organizations to contact. For instance, your local Lowe's might be able to provide a limited amount of materials for your project, but since they are a national company, they might also have a regional or national program that offers a more substantial donation that can move your project along. It's important to ask your local contact if they can connect you with others who can provide a larger or more significant amount of resources.

Partner incentives

It might take some extra convincing to bring certain partner organizations on board. In your initial and ongoing conversations with these partners, inform them of any tax credits or incentives, recognition or publicity that they will receive by donating resources to your project. Also highlight the benefits to the community that the project will add such as:

- Creates jobs
- Encourages business development
- Revitalizes the neighborhood
- Improves safety and walkability
- Creates housing opportunities
- Strengthens existing community
- Preserves natural beauty
- Creates mixed land use