

# The Power of Partnerships & Community Connections

***Making Them, Taking Care of Them,  
& Celebrating Them!***

**2017 PED STEM Symposium**



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## Learning Objectives

1. Participants will be introduced to the **idea of partnership & collaboration with community organizations/businesses** as it relates to friend & fund raising.
2. Participants will be introduced to the concept of **collective impact/mutual benefit** in relation to partnerships/collaborations.
3. Participants will begin to develop their own list of **potential partners** (*funders, in-kind donors, volunteer sources, etc.*)
4. Participants will begin to develop an outline for their own **“elevator speech” or case for support.**

*“Involvement is the **BEST** kind of stewardship!”*

- Paul Bush

*“A **stranger** asking a stranger for money most often leads to **small gifts** and most often **one time**.”*

*A new **acquaintance** asking for a gift leads to **a few more gifts** of **slightly larger size** but likely **one time** and strains the relationship.*

*A **good friend** asks for help and almost always **receives it** – **both parties feel very positive.**”*

- Wayne Hussey

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## 5 Good Ideas About... Vision, Ideas & Money



- **Identify your passion about your project/ program and articulate it!**
  - That passion is what people WANT to invest in...
  - Elevator speech...critical!!
- **Be prepared to receive money/support.**
  - People don't want to invest in confusion or incompetence.
  - Make sure you have processes in place so you are ready to receive donations, use them effectively, and report on them professionally so you can show how you have met the expectations of your donor/supporter.
- **Build relationships and then continue to nurture & build the relationship over time.**
  - People give to people & organizations they trust.

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## 5 Good Ideas About... Vision, Ideas & Money

- **Communicate the opportunity to invest as an invitation to also learn together.**
  - Projects seldom go as planned. Engage your supporters/funders in your work. Let them help you problem solve when you run into barriers. They will be better positioned to see your successes, understand your challenges, feel like they are part of what you're doing, AND be more likely to continue to support your efforts!
- **Momentum builds as you grow the credibility, capacity, and capital** (remember that capital doesn't necessarily always mean \$\$) **for your program/project.**



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## Friend & Fund Raising!

- **What ASSETS do we bring?**
  - **WHAT** can we offer our partners (*visibility, access to students, opportunities to engage, etc.*)?
  - What's in it for **THEM**?
- **What CHALLENGES do we have?**
  - **HOW** might our partners be able to help us (*money, expertise, time...*)?
  - **WHAT** do we need?
  - Are there potential partners we know have the capacity/expertise to help?



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## Case for Support – Critical Questions



1. Why should I/we have confidence in you?
2. Why do you need money, materials, expertise, time from me/us?
3. What is it that you feel I/we can provide in the way of support?
4. What impact will I/we make by donating?
5. How will you show that you have done what you said you would do with my/our contribution?
6. In what ways can I/we be involved beyond making monetary contributions? (*volunteer opportunities, advisory board, etc.*)

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**Case for  
Support...  
YOUR  
TURN!!**

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## 7 C's for Strategic Collaborations

- **CONNECTION**
  - The relationship is based on **shared understanding** of purpose
- **CLARITY**
  - You can articulate a **clear purpose**
- **CONGRUENCY**
  - You have well aligned **mission, vision, goals, strategy**
- **CREATION of VALUE**
  - The relationship **creates value for both parties**
- **COMMUNICATION**
  - There is **positive 2-way communication** between all parties
- **CONTINUOUS LEARNING**
  - Commitment to **constant learning & improvement** in the project/program and in relationship with the donor
- **COMMITMENT**
  - Long term **deeper relationships!**

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- **Friendraising is a precursor to Fundraising!**
  - Engage your potential supporters the same way you would your friends when you're asking them for help!
- Tap into your **professional and parent networks**
  - Do this for both **volunteer help** (Judges, Mentors, Volunteers, etc.) as well as **financial support** or **in-kind donations**
  - The worst someone can say when you ask is NO, so ask away!
- We are not comfortable giving to strangers, but we **WILL** give to people & organizations we believe in and trust!

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## Friend & Fund Raising!



- **Do your homework!**

- Know **what you need** and specifically **what you're asking for**...especially when talking with business owners/managers.

- **In-Kind Donations...we LOVE them!**

- For example, there are often local food establishments that will happily donate some goodies (*bagel places, some chains, locally owned restaurants, food distributors, grocery stores, etc.*).
- Many times, there are connections to such places within your personal or professional networks!

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## Friend & Fund Raising!



- **Engage your PTO!**

- Enlist their assistance to recruit volunteers, get donations, and help with organizing the event

- **Student Competition Award Donations**

- Ask donor to **define the parameters of the award**
- Ask donor to let you know if they will provide their own judge(s) or if they need you to provide the judge(s) for the award.
- **Encourage them to provide their own judge(s)**...this gives students another opportunity to interact with a judge during the competition.

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## Friend & Fund Raising!

# Identifying YOUR networks...



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## It's All About That Relationship!

### • Recognizing Donors

- Think about what you can offer a **donor/sponsor** in terms of **visibility** and **recognition**...business people, in particular, want to know **WII-FM** or "what's in it for me?" How does their support help promote their business?



### • Ask student(s) parents for permission to photograph or record video.

- Send the photo or video along with a **thank you note** to the donor following the event.



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## It's All About That Relationship!



- **Relationships require ongoing contact** (*nurturing!!*) to stay healthy and positive.
- Remember, *“a slow **YES** is better than a fast **NO!**”*
- Take advantage of **opportunities** to continue to **strengthen your relationships** with donors/potential donors and volunteers.

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## It's All About That Relationship!

We want our donors/volunteers to feel as good or better at the end of the day as they did when they donated or agreed to volunteer!



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## Resources

- Austin, James. *Research and Ideas Connecting with Nonprofits*. Cambridge: HBS Working Knowledge, 01 Oct. 2001. PDF. <http://hbswk.hbs.edu/item/2489.html>
- Born, Paul. *Friendraising: Raising Funds, Finding Friends to Realize Bold Community Visions - A Workbook*. Waterloo: Tamarack Institute, 2005. PDF. <http://tamarackcommunity.ca/downloads/tools/friendraising.pdf>
- Kinsman, Karen. *Managing Successful Research Competitions*. Workshop PowerPoint. 2014.
- Pell, David. *The Collaboration Challenge: How Nonprofits and Businesses Succeed Through Strategic Alliances*, James E (n.d.): n. pag. Tamarack Community. Tamarack Institute. Web. 13 May 2015. PDF. [http://tamarackcommunity.ca/downloads/clife/book\\_collaborationchallenge.pdf](http://tamarackcommunity.ca/downloads/clife/book_collaborationchallenge.pdf)

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## CONTACT INFORMATION



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Come to our **Fall Professional Development & Student Researcher Workshops** and look for our **FREE Online PD Courses** that will be available through the NM STEM-H Connection statewide website (<http://www.nmstemconnection.org>)!!

See <http://stemed.unm.edu> to register.

*Schedule and information will be posted in Late Summer.*

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