



# TIPS FOR COMMUNICATING WITH NEW AND POTENTIAL PARTNERS

## #1 - RESEARCH

Get to know more about their organization, and where your values align. Website or social media "About" sections are a great start. If contacting by phone, be sure to have a list of questions ready to learn more about their values.

## #2 - ORGANIZE DATA

Once you understand where your values align with theirs, collect relevant impact data (such as the information you provide on your reports) in preparing to communicate your story. Fill out your *Telling Your Story Template*.

## #3 - ELEVATOR SPEECH

Be prepared to give a soundbite about your organization, and concentrate on hitting the high points in 2 minutes or less. Visit resources for *Staying on Target* on our Education page for more details.

## #4 - MEET, SHARE AND LEARN

Reach out and see if there might be an opportunity to share about your organization - and learn more about theirs. Ask if they would prefer informal discussion, to be added to a formal agenda or if they want you to do a presentation.

## #5 - FOCUS ON CONNECTION

Everyone is on the lookout for funds, so go beyond and look for sustainable partnerships. Lead with empathy, understanding and a collaborative spirit and it could lead to community betterment, grant collaboration and potential funding.

## #6 - SEND YOUR BEST PEOPLE

Participating in a meeting? Make sure you send your best person or people who are passionate about your organization, excited about potential collaboration, are good listeners and pay attention to detail.

## #7 - RECIPROCATE AND COMMUNICATE

After you meet with them, send them a thank you and invite them to meet with you! Ask for their email address for sending a meeting invite and any communications you send out (like a newsletter or update emails). Maybe even invite them to like your Facebook page.

## #8 - FOLLOW UP

Create a schedule where you regularly reach out to your collaborator, report great things or share resources. Stay relevant when you reach out. If you come across a resource you feel they might benefit from, forward it along to them.

**FIND THIS HELPFUL? THESE TIPS ARE PART OF THE KANSAS PRIDE TOOLKIT. YOU CAN FIND MORE RESOURCES ON HOW TO TELL YOUR STORY AND STAY ON TARGET ON OUR WEBSITE...**

**For more educational opportunities, contact  
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