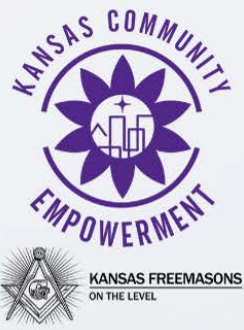


Communicating with New and Potential Partners Telling Your Story Template



Social capital, or the social connections that your organization creates and maintains, is one of the most important assets that your community has for achieving success. When another organization's values or mission aligns with that of your own, it is a great opportunity to connect to see how your organizations can benefit one another and, of course, your community.

This document has been created as a template for you to tell your story and lay a foundation of opportunity and understanding. We also provide a tip sheet to supplement this document.

The name of your organization:

Start with your "Why?" – Why your organization got started, and why is it important to your group?

What are your vision and mission statements?

What is your biggest success to date? Don't be shy in telling your story on this, and how it contributed to the betterment of your community:

Communicating with New and Potential Partners Telling Your Story Template



Now get into organizational specifics:

Number of members of your local PRIDE Organization:

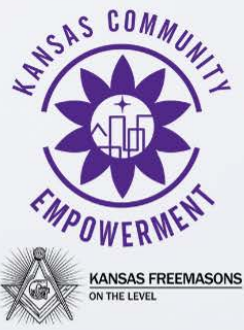
Estimated number of volunteers from the community during major events:

Number of volunteer hours your organization has contributed to your community:

Now take the number of volunteer hours and multiply by \$25.48 (2022 value of a volunteer hour according to the Independent Sector Value of Volunteer Time). This the dollar value of all that volunteer time:

List of projects and the dollar amount it takes to execute each project:

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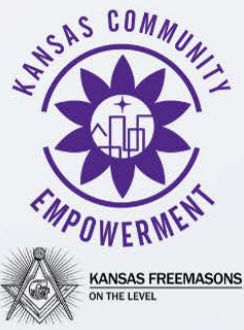


The amount of funding your organization has received for your projects:

List the partners that your organization has, and what projects that they contribute to in kind (how do they partner with you, and what do they provide when they do) or monetarily:

Estimate the value of your organization's work to the community (add the amount of funding, in kind and the value of volunteer hours to get a rough estimate of the value you add to your community):

Communicating with New and Potential Partners Telling Your Story Template



List the events and attractions you have in your community:

List the communication mechanisms you possess to tell your story (newsletter, Facebook group, etc.) and offer to add them to these communications:

Communicating with New and Potential Partners Telling Your Story Template



A list of questions you might ask other organizations to increase your engagement:

- What is the vision and mission of your organization?
- What is your biggest organizational success?
- What do you feel you would need more of in the future to continue to succeed?
- What is your biggest challenge?
- Now that you know more about our organization, what opportunities do you see?
- Would you like to attend our meetings to learn more?

Don't forget:

- Thank them for their time.
- Ask if they have any questions.
- Leave them information on how to get in contact with you.
- To bring or send any promotional materials you have for your organization.
- Reach out to touch base.