



PROGRAM DEVELOPMENT W/COMMUNITY PARTNERS

TODAY'S PROMPT: WHAT DO YOU
NEED? HOW CAN I HELP?



CHEF LIESHA

- Onsite Cooking Classes/Field Trips
- Virtual Family Night
- CSA Recipe Development/Curriculum Design
- Community Dinners
- Social Media Management
- Day Camps/Special Events
- Youth Volunteer Coordinator

FOUNDATION OF OUR WORK

Equity

Self determination

Empowerment

Allyship

Food Sovereignty





WHY DO WE FOCUS ON COMMUNITY RELATIONSHIPS?

ESTABLISHING COMMUNITY
PARTNERS IS ONE OF THE MANY
KEYS TO CREATING A DYNAMIC
AND EFFECTIVE PROGRAM.

WHAT IS THE FIRST STEP?

Hold a visioning session where you review the goals you have for the year.

Consider calendar holidays, vacation schedules, season, etc. **BEFORE** placing hard dates on the calendar.

Now that you have a solid concept of what you want you can make the proper connections.

Every partnership has its own specifics.



WHO DO I REACH OUT TO?*

- Similar non profit organizations.
- Toastmasters, Elks Lodge, Fraternities/Sororities.
- Business owners, Chamber of Commerce
- Grocery Stores (Grocery Outlet)
- Farmers, Chefs, Athletic organizations, Hospitals
- 4H, Scouts, Charter Schools. Homeschool Groups
- Local Library System, City Operations



THE RUNDOWN ON POLITICAL PARTNERS



- Political partners are not sustainable. When they leave or are removed from office things get tricky.
- May create animosity with other potential partnerships.
- Can harm your goals.

MEMORANDUM OF UNDERSTANDING “MOU”



WHAT IS AN MOU?



AGREEMENT

MOU is a fancy term for agreement. It is simply a soft contract you keep on file so that all parties are aware of their responsibilities.



GOOGLE DOCS

Free, easy to use, easy to make edits and adjustments. Most organizations use Google so it will not be difficult to share information.



ACCOUNTABILITY

Outlines a clear understanding for all parties. Accountability is not a bad thing.

REACHING OUT



- Start with an email
- Introduce yourself and your organization. Include website, pertinent links, etc.
- Ask for a meeting either in person or virtual.
- Follow up with a phone call or email after 3 days.



MEETING TIME

- Give an overview of your ideas noting areas where their organization overlaps in mission and goals.
- Ask for their input and identify areas that you find compatibility.
- Use Google Docs to keep meeting notes.

MOU DEVELOPMENT

- Mention organization names, contact person(s) info.
- Any event dates, the scope of work to be done at the event.
- Any agreements regarding sharing information with networks.
- Next meeting day/time.
- Running meeting notes.



WHEN THINGS DO NOT GO AS PLANNED



IT IS NOT YOUR FAULT

Sometimes agreements start out on a good note, but the partnership does not work. It is ok to reset. Do not take it personally.



KEEP WORKING

Your mission and goals are still your mission and goals. One hiccup is expected. That is why we partner with several groups.



PARTNERSHIPS ARE CYCLICAL

Not every partnership is for a long time. It can be for one growing season, school year, or fiscal year.



QUESTIONS?

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HELP?