



CLINTON GLOBAL INITIATIVE  
**UNIVERSITY**

**Commitment Webinar Series**

# Partnerships: Creative Collaborations that Bring Results

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# Overview of Collaborative Partnership?

## Objectives

- ▶ Clearly define partnership
- ▶ Discuss key elements of partnership
- ▶ Unpack approaches and consideration for effective partnerships
- ▶ Benefits of collaborations
- ▶ Provide practical applications to partnerships to add to your toolbox
- ▶ Barriers to effective partnerships

# What is Collaborative Partnerships?

Collaborative partnerships rely on participation by at least two parties or organizations who agree to share resources, such as finances, knowledge, and people to accomplish a mutual goal.

## Partnerships fall into different categories

Different people or organizations often join forces to achieve shared goals around social impact and community improvement. Several types of partnerships are described below:

1. Partnerships among commitment-makers or nonprofits with similar or the same goal
2. Cross-functional partnerships (a social cause and technology, event planning, marketing advocacy, blogging, products or logistics)
3. Partnerships between donor entities and commitment-makers

# Types of Collaborative Partnerships

## Types

**Cooperation** - informal relationships without any commonly defined mission, structure, or planning effort

**Coordination** - more formal relationships, an understanding of compatible missions, some planning and division of roles is required (aka “task force”).

**Collaboration** - a mutually beneficial and well defined relationship entered into by two or more organizations to achieve common goals. Separate goals, resources, and structures. Longer-term effort around a project or task. Planning and division of roles. Some shared resources, rewards, and risks. More durable and pervasive relationships.

## Example

**Cooperation** - Support each other’s events, add each other to the listserv, share job listings or share other relevant information.

**Coordination** - Short term or project-based such as organizing a health outreach or conference together.

**Collaboration** - A joint effort where resources are combined to have a bigger impact on a canning tomatoes or a joint effort one partner provides space for an afterschool program and the other partner recruits mentors.

# Examples of Partnerships

**Feed the homeless outreach project** - A partnership could be with a local restaurant that has left over food that wish to discard but can be redistributed to feed your homeless programme

**Family Planning** - A partnership could be with a school to provide volunteers to put condoms in bags for an upcoming event.

**Afterschool Programme** - A partnership could be to collaborate with a local YMCA to provide dance lessons to students

**Maternal and Child health** - A partnership would be with a local hospital to make referrals to your “mommy and me” yoga classes

**Waste Management** - A partnership could be to contract with the government to collect garbage in hard to reach area

# Effective Partnership Require the Following Conditions

- ▶ Clear Organizing Process & Structure
- ▶ Same/Similar Focused
- ▶ Shared Purpose
- ▶ Effective Communication
- ▶ Adequate Resources
- ▶ A Supportive Community
- ▶ Personality of Potential Partner
- ▶ Conducive Environment

# Characteristics of a Successful Partner Relationship

## Partner Characteristics

- (1) Mutual respect, understanding and trust
- (2) Appropriate cross section of members
- (3) Each person sees collaboration as their self-interest
- (4) Ability to compromise

## Process and Structure

- (1) Each person share a stake in both the process and outcome
- (2) Multiple layers of participation
- (3) Flexibility
- (4) Development of clear roles and policy guidelines
- (5) Adaptability
- (6) Appropriate pace of development

# Approaches to Partnership Success Factors



## Communication

- Open and frequent communication
- Established informal relationships and communication links



## Purpose

- Concrete, attainable goals and objectives
- Shared vision
- Unique purpose



## Resources

- Sufficient funds, staff, materials and time
- Skilled leadership

# How Do You Explore Potential Partnerships?

## *Who are the right people?*

- ▶ They share the same goals
- ▶ They have the required capabilities and resources
- ▶ They have credibility in the community
- ▶ You can trust them... and they can trust you



# How Do You Explore Potential Partnerships?

## *How do you find the right people?*

Friends, recommendations, associations, professors, social media, other commitment makers and other people in your network can be the first point of contact.

**Target Key people** - Be specific in identifying the individual at the organization that should be contacted; try not to just message a generic organization email.

**Optimal Partnerships** - Starting small and local gives you a greater chance of establishing successful partnerships. Outreach to large multi-lateral organizations tends to take time and have layers of approvals.

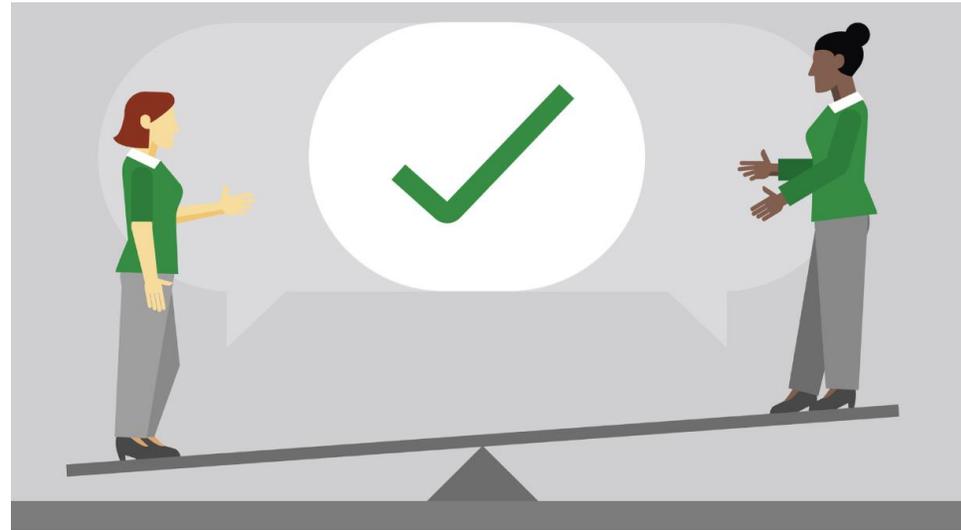


# Negotiations for a Partnership Will Need to Address the Following Concerns

**Decisions:** Will my independence be curtailed? How will decisions be made and who will make them?

**Money:** What kind of financial commitment is required? Will I be able to retain control over my commitment?

**Identity:** Will I be able to retain my identity and how will this affect the relationship with my beneficiaries?



# Barriers to Effective Partnerships

- ▶ Limited vision or failure to inspire
- ▶ Lack of clear purpose or inconsistent understanding of purpose
- ▶ Competition between partners for the lead or domination by one partner
- ▶ Key stakeholders missing from the partnership
- ▶ Lack of commitment and unwilling participants
- ▶ Differences in philosophies or work styles
- ▶ Inadequate understanding of roles and responsibilities
- ▶ Failure to communicate
- ▶ Financial and time commitments outweigh potential benefits

# Questions and Answer

