

Take the Lead....

Become the Community Influencer you want your organization to be



We cannot accomplish all that we need to
do without working together
-Bill Richardson



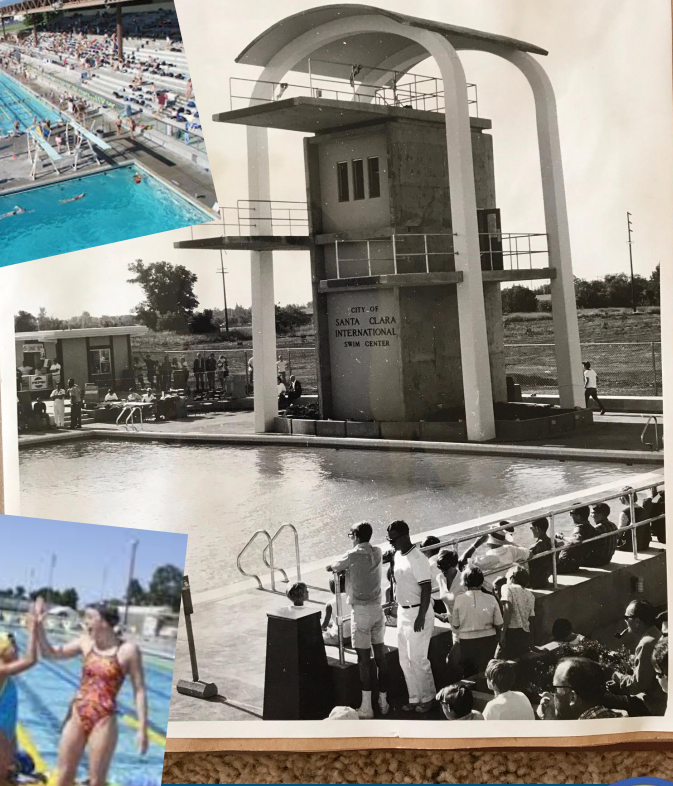
Today

- Our story
- Form and cultivate strategic partnerships - “Become a valued member of your community”
- Create and disseminate
- Maximize your volunteers
- Creating synergy between board and staff



Santa Clara Swim Club

Our Story....





Form and cultivate strategic partnerships

Become a valued member of your
community



Partnership is not a posture but a
process-a-continuous process that grows
stronger each year as we devote ourselves
to common tasks- JFK



Make New Friends- Who you know and who they know

Internally:

- maximizing your membership base
- alumni
- friends and family
- employees
- board

Pro Tip- Your base should know your message it should be easily accessible part of every meeting and orientation. They are your frontline advocates everyday everywhere they go.

WE put our mission on our team shirts.

Externally:

- identifying organizations with similar interest.
- reposition your message to engage community
- support your new friends and they will support you for us this was other youth sports organizations in our community including baseball soccer
- city council and city commissions ie park and rec
- chamber of commerce

ProTip- think outside the box for us it was asking who else uses our facility and why. This lead to partnerships with senior centers, and private schools



A community partner

Helping your city

Helping your fellow Non Profits

Supporting your local community organizations

City Council meetings

Community Groups

Support local development and events

Pro Tip: Get to know your community include them on your board make sure their voice is heard during your planning and execution of goals and initiatives



Create and
disseminate your
message to engage
and form allies



The magic is in the message

Our vision statement:

We Dream * We Train * We Achieve

It carries through everything we do including how we approached our pool build project

Question we asked to get our vision:

-What's our goal?

-What do we need to get there?

-Can we achieve our goal with our core supporters or will we need a broader audience?



Disseminate....

- Your membership, your partners and your city allies should know your goal and your message.
- Live your message and remind stakeholders often about the goals of the organization.
- It's not only what you say but what you do. When you show up to community events, city council meetings your organization and its goals are in the forefront.





Maximize your Volunteers



Treat your volunteers as...valued members of your community and they will stay engaged, involved and advocating for a long time



Who are your volunteers?

Are you asking the right questions of the people who volunteer or belong to your organizations?

- Where do you work? What's your title?
 - Do you have matching donations or other philanthropic programs?
 - Do they have access to organizational decision makers?
- What are your skills what do you love?
 - Often volunteer jobs are the ones your paid employees do not want to do this does not maximize your volunteer force. Nor does it commit volunteers to your organization in the same way.
- What brought you to support us?
 - There is a personal story that will tie that volunteer or a larger group to you knowing this answer will tell you how to maximize that bond.



The final hurdle....
creating synergy
between board and
staff



How do we work together for success...

Our board governs to the organizational mission our staff plans to our organizational vision. Together we are partners with a united message and action plan to help further our agenda in the organization and larger community.

-How we got to this model.

-How applying this model has improved performance and made everyone's jobs more productive.



Questions??

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