Building Successful Partnerships

And why they matter
Qualities of Positive Partnerships

- It’s not all about $…at first
- Partnerships can help you focus on outcomes, not outputs
- Raising money is easier and your organization is more successful if you can demonstrate impact
Where to start?

- Partner with folks that really align with your mission
- Not how or what you do, but why you do
- How do we apply localism and diversity to the current media and tech landscape where many more people have access?
- Focus partnerships on working with those who serve communities who are not participating in media and tech
- Who in your community is impacted by the digital divide and would most benefit from gaining 21st century transferable skills?
Considerations

- Partnerships take time!
- Don’t make assumptions: If they want a bell, help them build a bell
- Content is not always king
- Do what you do. Fund what you do. And don’t be afraid to modify what you do.
Examples

- Summer Camp to Summer Youth Employment
- Production Courses to College Course
- Storytelling and Production to DocuMentorMe