

MAKING A PLAN

Any successful partnership begins with solid planning. The following four steps are good starting points:

1. CREATE AN ANNUAL CALENDAR

- ✓ First, decide what you want to get sponsored: Draw up a rough list of properties for the year.
- ✓ "Property" is another word for "promotional opportunity," or ways businesses can promote themselves by supporting your work.
- ✓ An event is a property, as is a newsletter. Both these things are opportunities for promotion. If you have one of these, add it to the list as an ongoing property.

Like this:

<p><u>Marine Park</u> 2004 Properties</p>
<p><u>One-Time</u></p>
<ul style="list-style-type: none">☞ "Earth Day" neighborhood festival (April)☞ "It's My Park!" Day (May)☞ "It's My Park!" Day (October)☞ Harvest Festival (November)
<p><u>Ongoing</u></p>
<ul style="list-style-type: none">☞ St. James <i>Leaflet</i>☞ Birdwatching tours (every 2 Saturdays)

This list will give you a snapshot of the whole year's events, and some perspective on how a business can get involved both on an event-specific basis and throughout the year. This will help you get ready to present to your target businesses.

2. MAKE YOUR WISH LIST

Now start thinking about your first event. Make a list of all the things that will make it successful. Using the list of options given above as a guide, create a "wish list."

Like this:

Earth Day Clean-Up and Celebration Wish List	
<i>People</i>	
☞	5 volunteers to staff the event
<i>Materials</i>	
☞	10 shovels, 10 rakes, 1 wheelbarrow, 20 feet of hose
☞	plants & shrubs (500 wild lupine, 500 spartina alterniflora)
☞	100 printed programs
☞	100 T-shirts volunteers can keep
☞	signs and a banner announcing the event
<i>Refreshments</i>	
☞	100 bottles of water
☞	food and drink for 100
<i>Give-Aways</i>	
☞	5 door prizes for attendees
☞	a special gift for the "Most Valuable Volunteer"
<i>Publicity</i>	
☞	promotion of the event for two weeks prior
☞	countertop displays and sign-up materials for potential volunteers (ongoing)
<i>Cash</i>	
☞	\$500 to account to cover expenses like copying and postage for the event mailer
<i>Discounts</i>	
☞	Store discounts for volunteers with Parks permits (ongoing)

There may be other things you need, depending on the project you're considering. For example, for a basketball tournament, you will want to have towels, basketballs and nets. For a clean-up, you'll need items like rakes, hoes, bulbs and garbage bags.

3. CREATE A LIST OF POTENTIAL INTERESTS FOR THE BUSINESSPERSON

- ✓ Next, think about the event from the businessperson's perspective.
- ✓ What's in it for them? How will it promote them and demonstrate their support for the people in the community?
- ✓ Remember: one of the key elements of business partnerships from the businessperson's perspective is word-of-mouth and good will.

<p>Marine Park</p> <p>Why Businesses Might Be Interested in Support</p> <ul style="list-style-type: none">☞ to get their name and logos on signs posted at the event☞ to get their name and logos on flyers posted around the neighborhood☞ to get mentioned in a letter to local participants☞ to be publicly acknowledged at the event☞ to have their name and logo featured on T-shirts to be handed out to volunteers☞ to get good word-of-mouth advertising in the neighborhood☞ to get involved in the neighborhood

4. CREATE A LIST OF POTENTIAL PARTNERS IN YOUR NEIGHBORHOOD

Finally, think of all the businesses you know that might be able to support the event, and associate with them the type of support you would like to have from them. You may like to group them according to the resource you would most like to have from them. For example:

People	Materials	Plants	Refreshments	Give-Aways	Publicity	Cash
All	Jane's Hardware	Mike's nursery	Joe's Pizza	Mr. Fancy Pants Clothing	All	Chase Manhattan Bank
	Mary's Paints	Super Stop & Shop	Key Food Supermarket	Latisha's Sporting Goods		Apple Bank

Make this list as long as you can. Brainstorm with friends—they may know of some businesses you don't. Look through your local **Business and Consumer Yellow Pages**, or walk around your neighborhood and do a survey.

With these four lists in hand, you will be ready to begin making calls.