

# CULTIVATING COMMUNITY PARTNERSHIPS

Linked **2**  
Literacy



# Gain Knowledge and Tools to...

- Enhance community engagement
- Broaden program reach
- Improve the quality and impact of your afterschool program







**Importance of Community  
Partnerships**

**Strategies for Successful  
Partnerships**

**Adaptability and  
Communication**

# Community Partnerships

## Definition

Community partnerships are collaborative relationships between organizations and external entities in the local community. They work together to address common goals and challenges, leveraging shared resources and expertise for positive outcomes.

## Importance of Linking with Different Groups

- Enhances community engagement and broadens program reach
- Raises awareness of the program's mission among diverse donors



# Sustainability in Community Partnerships

- Develop long-term plans to maintain and strengthen partnerships
- Align goals and values for mutual benefit
- Understand individual motivations for partnering and donating





# Processes for Building Community Partnerships

Clear goals and  
streamlined  
approaches  
enhance  
partnership success

Research and select  
partners aligned  
with program  
objectives

Establish  
communication  
channels and foster  
trust

**Organization  
Intake Form**



**SOP**



**Partnership  
Agreement**





# Information Requested when Bringing on a Community Partner

- Demonstrate success, target audience, and community needs alignment
- Showcase program impact by highlighting achievements and relevance
- OFFER DATA





# Diverse Partners and Stewardship

- Enhancing program reach and impact through representation
- Nurturing partnerships through personalized appreciation and acknowledgment
- ASK THEM HOW



**Be flexible,  
responsive  
and direct**

**Consistency  
& Structure**

## **Communication Styles**

(Text, Email, Phone,  
Face-to-face)

**Set  
cadence**

**Set precedence  
for trust &  
partnership**





# 7.8 million

US Children are currently enrolled in  
afterschool programs

- Afterschool Alliance

- There is a significant need for community partnerships to support and enhance YOUR after school programs.



## **Importance of Community Partnerships**

- Community engagement
- Broaden program reach
- Raise awareness of mission & goals

## **Strategies for Successful Partnership**

- Clear communication
- Strategic planning & program impact
- Stewardship for sustainability

## **Adaptability and Communication**

- Understanding diverse styles
- Tailoring approach to each partner
- Engaging in dialogue to foster trust and collaboration



**TAKE ACTION:  
STRENGTHEN YOUR  
PARTNERSHIPS  
TODAY!**

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