

# How to Build Partnerships

---

## What are partnerships?

A partnership is a relationship between one or more groups that, through cooperation and shared responsibility, hope to achieve a specific set of goals.

## Why is partnership/relationship building important?

Partnerships allow us to improve our organization and gain further knowledge while gaining a higher profile in the community and promoting our cause. Partnerships help us outsource additional resources, reduce workload and gain assistance in terms of knowledge and personnel.

## How do you develop a partnership?

Create a list of potential partners, taking into account that a partner should help you achieve your goals while benefitting from your participation.

Outline common goals. Know what you want to achieve through the relationship.

Once you identify a potential partner(s), approach the organization (a letter is often the most appropriate method) and communicate your commitment to the partnership.

## How can we utilize partnerships?

Partnering with groups/organizations in the community will help you deliver your road safety message more effectively. Here are some examples:

- Police and community policing volunteers could demonstrate how their radar equipment works or tell their stories about dealing with auto theft or crashes.
- Firefighters can demonstrate how they get victims out of a car after a crash with the jaws of life.
- Doctors or paramedics can describe the injuries sustained in crashes, and pharmacists can discuss the effects of particular drugs on alertness and driving skills.

## How do you ensure your partners are appropriately recognized and thanked?

- Promote the organization or business by printing a “Thank you” in the school newsletter and/or local paper.
- Present a certificate to the organization.
- Present a plaque commemorating the event.
- Send a card to the organizations with a photo taken at the event

## What are some groups in your school you can partner with and how?

Here are some suggestions:

- Dry Grad. For example, promote safe driving and prevention of alcohol consumption.
- Auto shop classes or school racing team. For example, fix up vehicles for mock crashes and demonstrations.
- Student Parliament. For example, assist with organization and promotion of activities.
- Drama Club. For example, take on roles in road safety skits, mock crashes and demonstrations.
- Leadership classes. For example, assist with events.