

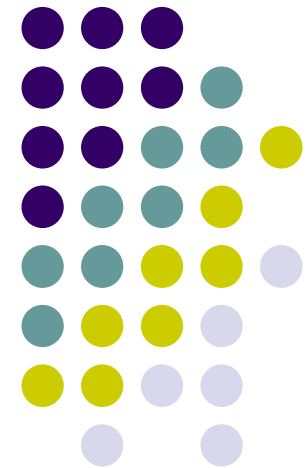
Identifying and Recruiting Partners for Elementary Level Initiatives

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**“Coming together is a beginning.
Keeping together is progress. Working
together is success.”** Henry Ford



- **Goals**
 - Identify business partners
 - Recruit business partners
 - Develop mutually beneficial partnership

Start with a seed



- Elementary Schools start with the youngest students and watch them grow
- Partnerships between schools and businesses are the same: start as seedlings and blossom with
 - Vision
 - Organization
 - Creativity

Vision



- District Guidelines
- School Guidelines
 - Principals need to decide
 - Open door policy vs. Closed door policy
 - Know demographics of community
 - Liaison, small team, or by classrooms
 - Ways to reciprocate, provide visibility, or other benefits the school can offer to businesses making it mutually beneficial

Vision



- Have the ability to see businesses, as others may not, leading you to the greatest partnerships
 - Van Doren the Magician
 - Piggly Wiggly
- Other methods include
 - Circulate memos to faculty, staff, PTA, SIC asking for suggestions
 - Brainstorm with team to start a list of local businesses
 - ALWAYS read business section of local paper, keeping up with new and existing businesses

Organization



- Before approaching businesses have systems in place to be organized
 - Keep clear records and contracts
 - Have system in place to check on incoming money
 - Spirit Nights
 - Have system to evaluate, monitor, and adjust programs
 - Have system to track program success
 - Remember communication with businesses is essential-system for calls, emails, newsletter, thank you cards, etc.

Organization



- Recruiting businesses - articulate request clearly
- Start with a seed - start small with partners - reasonable request
- Clear communication requires organization
 - Identify school needs - calendar/12 month review
 - Business calendars typically different plan & adjust
 - Plan ahead who to call and what will be said
 - Drama (not too dramatic!) and humor
 - Be clear on how the school can reciprocate or what the school can offer to businesses. **This is very important!**

Organization



- In order for partnerships to grow, they must be mutually beneficial
 - School newsletters – provide visibility
 - Logos on donated items - when appropriate
 - Signs - bulletin boards, outside signs, create unique signs
 - Advertising in yearbooks, playbills, local paper
 - Marketing flyers at specified events
 - Be organized and prepared to offer something in return.
However, be smart and listen to what the business may suggest. It might be the start of something even better.

Now organized – Recruit



- Contact businesses
 - Speak only with decision makers
 - KISS- Keep It Simple & Short
 - State purpose
 - Be specific-what exactly are you asking the businesses
 - Mead Westvaco – journals – math & science
 - Why you chose them – acknowledge and/or praise
 - Tidelands Medical Kits
 - Close with proposal on what the school can do in return
 - Listen, negotiate, close – remember to thank them
 - Follow up with acknowledgement, contract, thank you, etc.
 - Continue to grow relationship-mail newsletters, email etc.

Creativity



- “There are always flowers for those who want to see them.” Henry Matisse
- Be creative when reaching out
 - School calendar, events, and grade level activities
 - School concerns - example: attendance issues
 - Offer businesses options – sponsor, judge, donate
 - In-kind Services – incentives for students & staff
 - Stumped? Ask the businesses for ideas
 - Smallest seed (request) can offer largest harvest

Creativity



- Consider all businesses- small and large
 - 72% of DD2 are small businesses
- Civic Groups
- Charitable organizations
- Universities/ Colleges
- Service Organizations
 - Low Country Graduate Center

Growing Together



- Nurture the partnerships that are
 - Consistently supportive
 - Can count on them year after year
 - Willing to communicate, providing new ideas and feedback
 - Remember it is a partnership so it must work for both partners. If it does not work, politely acknowledge it and move on. Business people appreciate honesty!
- HAVE FUN
 - Partnerships filled with fun will grow
 - Partners that really feel the connection with students and school will be eager to continue the relationship