

## **EYF (Re)generation**

**European Youth Centre Strasbourg  
18-20 February 2015**

**Tools prepared by participants at the seminar**

**How to establish an effective partnership?**



Building **partnerships** is about working with others to achieve what we cannot achieve on our own. A partnership is a special kind of relationship, in which people or organisations combine their resources to carry out a specific set of activities. Partners work together for a common purpose, and for mutual benefit. Different people and organisations have a wide range of resources to offer each other. NGOs use different words to refer to building partnerships. For example, some talk about “external relations” or “strategic alliances”. Building partnerships is about relationships that are in-depth, involve a few carefully selected targets, and have specific, practical goals. It is different from “public relations” or “networking” – where activities are likely to be less in-depth, involve many more targets, and be for the general purposes of information sharing and solidarity. Although building partnerships and “public relations” are different, they can both help an NGO. Almost all NGOs already have experience in building partnerships – even if they do not realise it. The purpose of this toolkit is to help NGOs to reach out to others skilfully and in a planned way, so that they know why they want to enter into partnerships and what benefits they hope to gain.

In practice, building partnership for projects or activities is different for each NGO or community group, depending on its needs, priorities, previous projects and community situation. But in general, the following types of partners can be listed:

### Public Institutions



- national decision-making bodies
- local government departments
- embassies
- politicians (MPs or MEPs)
- local council and local councillors
- foundations
- state agencies (employment agency, youth agency, social agency)
- schools, high schools, universities

### Private sector



- entrepreneurs
- companies
- business leaders
- factory owners



### Mass-media

- community radio stations
- local TV channels
- newspapers
- social media (facebook, twitter)



### Cultural organisations

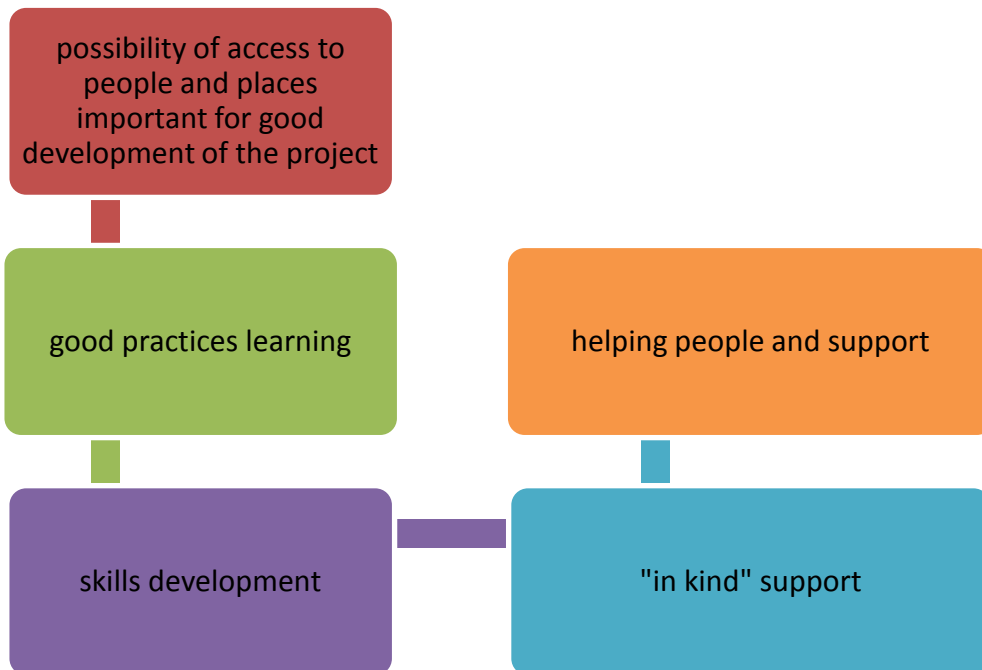
- artists
- arts groups
- religious organisations (churches, mosques or temples)
- local interest groups or informal groups
- cultural centres



### Non-governmental field

- youth groups
- youth NGO and movements
- human rights groups
- youth centres

A good partnership for an NGO can bring a wide variety of resources that it needs to carry out its work well, so below, we are underlining the main benefits of a constructive partnership for project and organisational development.



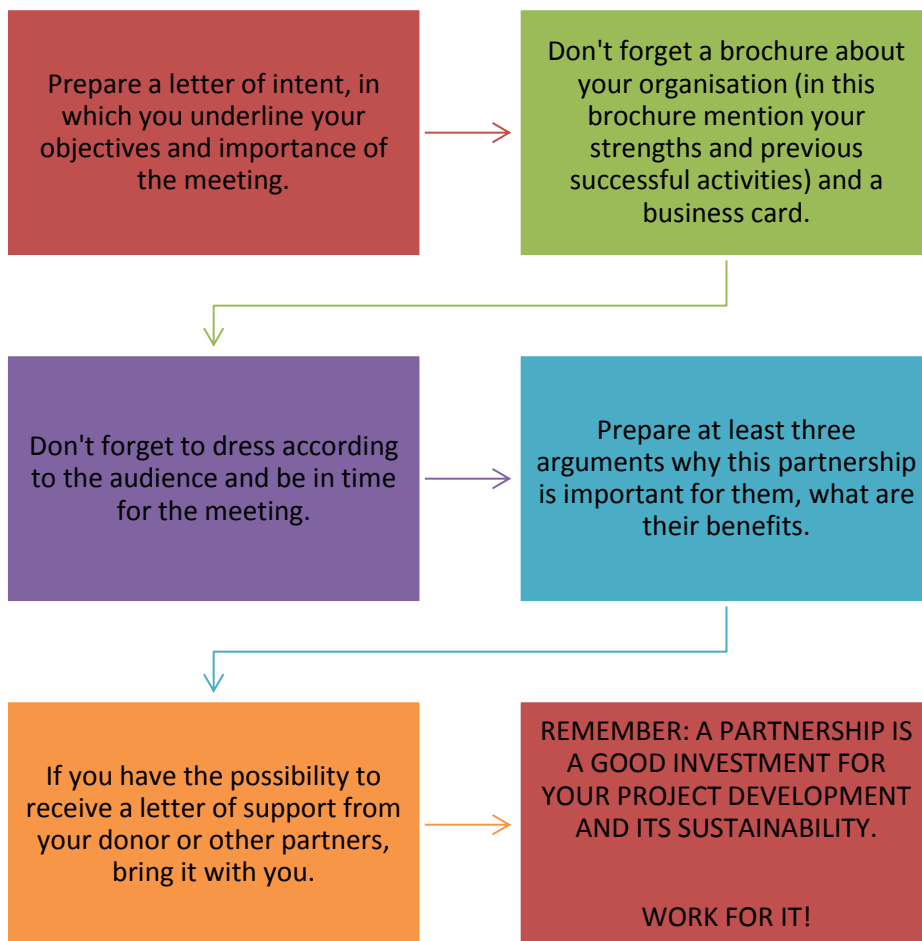
Gaining resources can help an NGO or local youth group and the community it works in. A project can be good in itself, but involvement of partners makes it more useful and enlarges its impact. Partnerships complement an NGO's programmes. Through developing programmes, NGOs can respond directly to specific local needs and priorities for action.

Through building partnerships, NGOs can improve the overall environment in responding to the needs of community or a country.

## How to establish a good partnership?



### Public Institutions



# Private sector

Choose what company, enterprise you need for the good development of your project or activity.

Find out in detail what this company is doing and if they have previous cooperation with NGOs and in what field.  
REMEMBER: find the contact details of the person responsible for public relations.

Send them a letter asking for a meeting, mentioning what support you need from them and what the benefits will be for them.

Prepare arguments on why your project is important for the local community and why you need this company as a partner. Tell them clearly what you need.

# Mass-media

Make a list of your local and national mass media channels (newspapers, magazines, radio and television) that might be interested in the field you are working in

Contact them before your activity starts and give them short but clear information about your activity or project. Don't forget to present your organisation in a concise way and delegate a "communication" person.

Keep a comprehensive database of journalists' contacts once you've established them.

Mass media will help you disseminate project impact to your community.  
Take into account that NGOs can use social media to create impact

# Cultural organisations

Make a research on what type of cultural organisation you need (non formal group, art organisation, cultural centre etc.)



Prepare a letter of intent, in which you clearly explain your project idea and its target group. Also, mention the reason you need involvement of the specific cultural organisation and what will be the impact of their participation.



Request advice and proposals from cultural organisations, because they work in this specific field and have much more experience in fields like intercultural learning, tolerance, diversity etc.

# Non-governmental field

Search for non-governmental organisations from your community/region that work in the same field as you or implement similar projects.



Prepare a letter of intent and describe in it why you want to cooperate with this organisation and what will be the main benefits to start cooperating. Focus on common objectives, target group or activities that you both work on.



Invite them to the event and share with them outputs and outcomes of your project. If you are a local youth group, you can learn good practices from an NGO working in your community.