

PARTNERSHIPS & GRANTS

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➤ Business Value Proposition

You need to develop a Business Value Proposition that attracts, and outlines benefits for the for-profit partners. If you only have your hand out, you will be left out. You need to focus on these primary goals.

- 1) Meet the business objective of each partner
- 2) Have a clear focus on the greater good. That will drive a successful partnership.
- 3) Find a good “Fit”. It is important to align partners with an appropriate association between two partners that is practical and compatible.



➤ Partnerships

When two organizations work together for a mutual benefit.

Why

- ✓ Increased Funding
- ✓ Expand customer base
- ✓ Attract in-kind donations
- ✓ Increase brand recognition
- ✓ Increase media coverage
- ✓ Connect with other community leaders
- ✓ Develop income



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How

- ✓ Make a list of Benefits
- ✓ Know your business partners needs and how they meld with your mission
- ✓ Mix that with your Mission
- ✓ Reach out to the marketing departments of your potential partner
- ✓ Have a plan



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Benefits for Partnership

- 1) Increase Sales of Product
- 2) Increase Employee Engagement, Morale & Retention
- 3) Increase Brand Loyalty
- 4) Draw more Media Attention for Free
- 5) Alignment and recognition of the good they do in the community
- 6) Tax Donation



Good Partners = Success

Communicate – Share both of your expectations

Involve – Be present

Deliver – Deliver on promises or commitments

Evaluate – Assess and fix



➤ Grants want you to show:

Most of us are applying for local grants.

Grants are highly competitive...

- ✓ Willing to give you money with expectations
- ✓ Every grant has specific needs and wants
- ✓ Know the cycles, and know your grantee

