

Contents

Introduction	5	Preparing your Organisation for a New Partnership	31
How to Use this Resource	6	Identifying Resources	31
Setting the Context	7	Identifying Partnership Types	32
Corporate Social Responsibility	7	Identifying what You Can Offer	32
Corporate Citizenship and the Triple Bottom Line	8	Developing an Organisational Prospectus	34
The Past	8	Developing Project Ideas	35
The Present	9	Cost/benefit Analysis	36
The Growing Trend Toward Partnerships	12	Choosing a Suitable Partner	37
Features of a Successful Partnership	15	Finding Potential Partners	37
Voluntary Arrangement	16	Researching Potential Partners	38
Compatible Values	17	Small is Big!	39
Mutual Recognition of Partners' Organisational Differences	17	Preparing a Formal Proposal	41
Clearly Defined Goals	18	Making the Initial Approach	43
Flexibility	18	Negotiating a Formal Agreement	44
Timelines	18	Maintaining the Partnership	45
Agreed upon Contributions	18	Things to Watch Out For	46
Making the Partnership Part of Everyday Activities	19	Glossary	50
Communication	20	Useful Resources	56
Reporting	20		
Acknowledging the Contributions of Each Partner	22		
Measuring Success	23		
Resolving Conflict	23		
Corporate Volunteering	25		
Virtual Volunteering	28		
Understanding what a Business Partner Wants	30		

