



VOLUNTEERS BUILDING COMMUNITY PARTNERSHIPS

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DID YOU KNOW that every community has an abundance of resources which can be drawn upon to help advance the St. John Ambulance mission?

Many nonprofit organizations are developing innovative and exciting ways to enhance resources by involving the business community. These partnerships are mutually beneficial because they improve financial resources, raise awareness, increase community knowledge, build new skills, and increase volunteer and professional involvement FOR the business and the nonprofit organization. Businesses are willing to give generously to the nonprofit community, but they expect solid returns on their investments. The challenge for nonprofit organizations is to develop a program that delivers an improved public image, broadens the client base and generates good publicity. As competition for this kind of business support increases, it is essential for nonprofit organizations to have a partnership program in place.

Here are some guidelines to get your community partnership program started:

1. Clearly identify the overall purpose and goal of the partnership. Describe the anticipated affects of the partnership, and set out how you plan to accomplish the desired outcome by developing an action plan. Outline the benefits to all parties concerned. Identify a basic principle about what should be achieved. Keep it simple. For example, “our goal is to provide first aid training to all teachers within the local school board” or “our goal is to distribute information on our Therapy Dog Program by developing a promotional brochure”, etc.
2. Identify available resources in your community by creating a community map (professional networks, volunteers, government services, media outlets etc.). This information will assist in deciding which businesses to approach. Consider who would be most receptive to your proposal for funding or in-kind contributions. Consider potential partners who are concerned or affected by our mission and genuinely interested in the organization’s goals and issues; consider a business that may already be involved with the organization at a different level.
3. Identify a team champion and form a team of individuals committed to SJA goals. Identify target audiences. Enlist the help of board members working in the business community; include individuals who have had success in gaining access to and influencing community decision-makers such as health personnel, educators and local businesses. Bring individuals on your team who can forward your cause.
4. Develop timelines and budget.
5. Contact your Branch/Council/National Office coordinator prior to launching your program to ensure this is a new initiative!
6. Once you have done your homework you are then ready to approach a potential business or corporation to help you carry out our mission.

GOOD LUCK!

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DID YOU KNOW?

AN INFORMATION SHEET FOR ST. JOHN AMBULANCE