

PARTNERSHIP PLANNING

Answering the questions below will help you identify potential youth outreach partners. Take advantage of both the internet and your own knowledge to create a comprehensive list of resources, groups, organizations and institutions in your region.



Questionnaire: Identifying Partners and Resources

What connections has your union already established within the community? Which of those organizations are connected with young people?

What other community-based organizations and programs exist within your area? (These may include programs that are not specifically for youth.)

What educational providers are in your region? Consider both K-12 and post-secondary (after middle/high-school) institutions.

What workforce development resources, initiatives or programs exist within your area? E.g., workforce boards, government initiatives.

What groups, organizations or institutions are your members involved with? Consider young members, members raising children and members doing youth serving work.

How to Use Your List

Select a few of the most promising organizations from your list to consider for initial partnership. Then, complete the form on the next page to help you assess which partnership would be most aligned with your goals and capacity for youth outreach.

Potential Partner Assessment Form

Name of Organization:	Potential Partner 1	Potential Partner 2	Potential Partner 3
What age groups are they connected with?			
What programs or initiatives do they offer? Explore their website. Are any programs related to career exploration?			
Are the youth served representative of diversity in your region? If no, who is not represented? Consider factors like race, class, gender, ethnicity, ability, religion, location and language.			
Who are their current partners? Consider connections related to youth and workforce development. Look for any allied or union-friendly partner organizations, as well as unfriendly organizations.			
Are there any connections with our union? Include informal contacts, involvement from our membership or relationship history between our organizations.			
Do <i>you</i> know anyone involved with them? Explore their website and include any connections, regardless of their role in the organization.			
Partnership Potential Rank			

Establishing Partnerships Checklist

Identify Programs or Initiatives Suitable for Union Involvement

- Choose an organization. Review their website and notes from your assessment form.
- Assess available programs and determine which could be mutually beneficial.

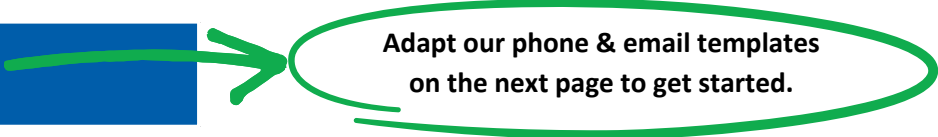
Make a Contact Plan

- Explore the organization's website to find individuals involved with the program of interest. Look for their contact information and keep an eye out for people you know.
- If you cannot find contact information for a specific program, use the organization's general email address or phone number and request to be connected with the program's contact.
- Ask a mutual connection to make an introduction, if possible. An introduction from a co-worker, mutual partner, union member or even another union can establish trust and help you connect with the right people. Discuss your plan with union leaders and ask them about connections and previous partnerships.

Reach Out

In emails and phone calls, be sure to...

- identify yourself and our union;
- briefly state your outreach goals (i.e., general partnership, referrals, specific programs or initiatives);
- inform them of your follow up plan;
- provide your contact information;
- copy union leadership on written correspondence.



Adapt our phone & email templates on the next page to get started.

Follow Up

- Make up to three contact attempts before moving on.
- Change your method of contact. If you're not getting a response to email, try calling and vice versa.
- Consider looping in another person at the organization. When emailing, be sure to copy both the new and original contact person on the message.

Partnerships Outreach Templates

Initial Email Template

Hello [NAME OF CONTACT],

I hope this email finds you well! This is [YOUR NAME] with AFSCME [LOCAL, COUNCIL or affiliate descriptor]. Our union is working to provide public service career exploration for young people across [YOUR REGION] and would like to explore a partnership with [NAME OF POTENTIAL PARTNER].
[[OPTIONAL: We are particularly interested in [SPECIFIC PROGRAM].] Can we set up a time to discuss how our union can contribute to career development for the young people you work with? Let me know your availability or contact me at [YOUR EMAIL] or [YOUR PHONE #] to discuss the possibilities.

Looking forward to hearing from you,
[YOUR NAME]

Keep your union leadership in the loop and copy them on written correspondence.

Follow Up Templates

Email:

Hello [NAME OF CONTACT],

I hope you're doing well! This is [YOUR NAME] with AFSCME [LOCAL, COUNCIL or affiliate descriptor] following up regarding a potential partnership between [NAME OF POTENTIAL PARTNER] and our union. I plan to give you a call on [DAY AND TIME FRAME] next week, but if there is another time that works better just let me know.

Also, apologies if there is someone else I should connect with on this matter. If so, would you be able to point me in the right direction? Thanks in advance.

Best,

[YOUR NAME]

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Phone:

Hello! Is this [NAME OF CONTACT]?
This is [YOUR NAME] with AFSCME [LOCAL, COUNCIL or affiliate descriptor] following up to discuss a potential partnership between [NAME OF POTENTIAL PARTNER] and our union. Is now a good time to chat about collaboration between our organizations?

If you reach their voicemail, leave a message with your name and contact information. Consider sharing your availability for a call back.