

Partnership Planning



A **Partnership** is a win-win relationship where organizations work together to achieve goals that are meaningful to both of them.

Partnership Development Template

Project Idea:

Project Description (2-3 sentences):

What are CPW's needs to successfully implement the project? This identifies potential actions and responsibilities of a partner.

What potential partner(s) could support this project?

What mutual benefits are there to getting this project done? Link to shared mission, vision and common goals between the agency and the prospective partner(s).

Identify the Win-Win:

What are potential wins for selected partner organization(s)?

What are potential wins for CPW?

Partnership Tips

- **Build partnerships through relationship and trust** • Know how to communicate your area, district, or park's needs to potential partners
- **Understand the mission of local organizations and businesses and how they support our mission** • Create shared objectives, risks and rewards
- **Agree on roles and responsibilities** • Follow through on your commitments to the partnership
- **Resolve conflict quickly** • Set boundaries ... know when to say no
- **Say thank you often, as appreciation is everything.**

Frequently Asked Questions

Why form a Partnership?

Through partnerships, we magnify our voice, extend our reach and build support for the agency. The Statewide Partnership Program intends to support or enhance existing efforts and programs in regions across Colorado, without placing an additional burden on personnel.

What are the benefits of a Partnership?

- Partners can help extend CPW's goals of connecting people to Colorado's outdoors and to conserving wildlife and habitat.
- Partners can strengthen the public's awareness and trust for CPW
- Partners help expand our capacity and reduce barriers to program participation by supporting park, district and region events including educational programs, skill building opportunities, and a myriad of other services
- Partners often share in the planning, material, financial and workforce resources
- Partnerships can be flexible to fit your need and defined for specific projects

What are the elements of a successful Partnership?

1. Purpose: Shared risk, shared vision and goals, shared reward.

2. Leadership: Shared leadership among respected individual(s) who are recognized and empowered by their own organizations.

3. Trust: Mutual trust by partners builds consensus and resolves conflicts.

4. Common Understanding: Creates clarity of the framework, culture, values and approach of all partners involved.

5. Clearly Defined Roles and Responsibility: Develop a clear understanding of individual members' roles and responsibilities regarding the division of labor/resources.

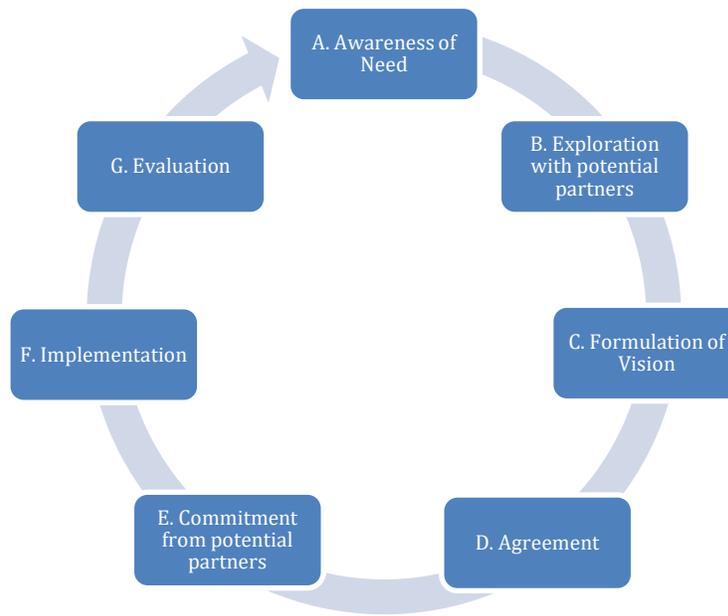
6. Values: Shared "can do" values ensures that everyone is starting from the same page.

7. Active Learning and Development: Partnerships should be built by promoting an atmosphere of learning (knowledge and skill building), reflection, and continuous improvement (through monitoring and evaluation), to help improve partnership performance and outcomes.

8. Communication: Two-way communication should be shared at the start so that accessing all knowledge and information regarding partnership goals and needs exist.

9. Performance Management: Partners must demonstrate both accountability for the actions and ownership for the deliverables of the shared project(s).

What does the Partnership process look like?



A. Develop Awareness about Needs

- Identify regional and park needs and gaps with colleagues
- Share these gaps with potential partners

B. Explore Commonalities with Potential Partners

- Identify essential partnership characteristics (see 'Elements' above)
- Identify external factors, which may affect the partnership
- Identify other projects, affiliations, and possible conflicting interests

C. Formulate a Shared Vision

- Identify potential programs/activities that will advance the vision
- What does each partner expect from the partnership?
- Specify the deliverables? (ex. money, staff time, materials, publicity)
- What are the benefits of working together?
- Identify other mutual potential partners

D. Agree on Principle Components Including:

- Objectives and outcomes
- Implementation plan
- Communication strategies and processes

E. Get Commitment From Partners

- * We currently do not have an agency template for an MOU but the Partnership program is looking into this.

F. Implementation of Projects

- Continual communication to ensure project objectives are addressed throughout

G. Evaluation of Projects

- Occurs at specified intervals to ensure achievement of objectives

The Partnership isn't quite working, what are the barriers we might be facing?

Utilize this list to determine potential aspects of the Partnership that might be going awry. Once the challenge is identified, go back to the basics (planning document, process, tips, and elements listed above), and see if you can start that aspect of the Partnership again with more clarity. Is the Partnership reconcilable, or is just not the right fit?

- One partner manipulates or dominates, or partners compete for the lead
- Lack of clear purpose and inconsistent level of understanding purpose
- Limited vision
- Lack of understanding roles/responsibilities
- Differences of philosophies and manners of working
- Lack of commitment; unwilling participants
- Unequal and/or unacceptable balance of power and control
- Key interests and/or people missing from the partnership
- Hidden agendas
- Failure to communicate
- Lack of evaluation or monitoring systems
- Failure to learn
- Financial and time commitments outweigh potential benefits
- Lack of time for effective consultation

Sponsorships and Donations

In enacting partnerships, be cognizant if your relationship includes a sponsorship or a donation.

Sponsors – funds, property or in-kind contributions provided to CPW with expected benefits to the sponsor and/or third party(s). For guidance and procedures on sponsorships, refer to the 2018 Administrative Directive on Sponsorships.

Donation – a freely given, informal financial, property, services or in-kind gift that may or may not have a defined purpose and location for use of funds. The resulting legal document may be a donation letter if deemed necessary. For guidance and procedures on donations, see the 2018 Administrative Directive on Donations.