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Fostering Nonprofit and
Foundation Partnerships:

Supporting Programs and Strategies



**You've found your
partner.**

Now what?

Looking Within

Institutional culture

Internal resources

Organizational goals



Who: The Me in Team

Function?

Size?

Selection?

Authority?



What: That Thing You Do!

Coordination

Decisions

Measurement



What Part II: Measuring Up



Building in
Assessment



Outcomes v.
Outputs



Reputation

How: Ladder of Engagement

LADDER OF ENGAGEMENT

DIFFICULTY	ACTIVITY	PLATFORM
01 One-time activation on digital platforms	<ul style="list-style-type: none"> Promoting National Voter Registration Day. Promoting Election Day. 	COMPANY SOCIAL MEDIA CHANNELS
02 One-time in-person activation	<ul style="list-style-type: none"> Hosting in-office voter registration drive on National Voter Registration Day. Hosting an Election Day party. 	COMPANY HQ
03 Multi-pronged election promotion	<ul style="list-style-type: none"> Establishing a calendar to promote voter registration, absentee and early voting, and Election Day polling place locations/hours. Hosting informational voting event(s) with elected officials, candidates, or nonprofit partners. 	COMPANY-WIDE EMAIL(S) COMPANY WEBSITE COMPANY HQ
04 Creating a culture of voting	<ul style="list-style-type: none"> Commitment by C-suite executives to prioritize a civic engagement initiative. Dedicating staff and resources to manage the initiative. Sharing "I Voted" sticker selfies. Providing the opportunity for employees to share their plans to vote with one another. Giving employees time off to vote, opening late, closing early, having a "no meeting" day, carving out time for early voting, or offering Election Day off as a holiday. 	COMPANY INTRANET COMPANY SPOKESPERSON SOCIAL MEDIA CHANNELS
05 Becoming a civic leader	<ul style="list-style-type: none"> Emphasizing work and sharing best practices publicly to advance more widespread adoption of civic engagement initiatives. Recruiting others to run similar initiatives. Integrating calls-to-action in consumer-facing products and platforms. Sponsoring a party at a local polling location. Writing a blog post about your efforts, showing leadership registering to vote, voting early/absentee, or going to the polls. Encouraging employees and consumers to volunteer as a poll worker on Election Day. 	PR CHANNELS C-SUITE PROFESSIONAL NETWORKS C-SUITE SOCIAL MEDIA CHANNELS COMPANY PRODUCTS OR PLATFORMS

Ladder of Engagement

+ Digital
Activation

+ In - person
Activation

+ Internal
Engagement

+ Cultural
Commitment

+ External
Engagement

+ Advocacy and
Leadership

Happily Ever After: Staying Engaged

Volunteerism

Employee Match

Program Ownership



Change is Hard



Addressing
evolving needs



Maintaining Communication



Juggling priorities
in peak times



Thank You.

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