



Recruit Partners—Training Plan

Use this Training to Go training plan with the [Power Point](#) to lead a staff training. Customize it to fit you, the time and setting, and the participants. Break it into shorter parts, delete or add sections, change the activities, or expand on topics. All handouts referenced are available [here](#). If participants don't know each other, you may want to add a warm-up or icebreaker, or go around with introductions.

TRAINING TO GO Training Plan Recruit Partners		
Time: 45 minutes		Materials: <ul style="list-style-type: none"> • Identify Partners worksheet • Creating a Program Elevator Pitch
Prep: <ul style="list-style-type: none"> • Print handouts for all participants • Arrange the space for group and pair work 		
Slide Number and Title	Timing	Notes and Talking Points
1. Recruit Partners	1 min	Explain: Recruiting partners is a process that involves knowing where to look for partners, explaining and/or selling the program to them, and convincing potential partners that their time, energy, and resources will be well-used. Without a well-thought-out recruitment process, it will be hard to bring the right partners into our program.
2. Objectives	1 min	Explain: Because you, as frontline staff, are the face of our program and who many of our potential partners would be working with, it's important that you understand the key role you play in recruiting partners. Today's session will focus on how to: seek out potential partners in the community; offer a clear and compelling vision of what our program does; and determine if they could fit into our program in a way that meets both sides' expectations and needs.



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3. Identifying Potential Partners	3 min	<p>Explain: Identifying partners takes having a clear understanding of surrounding resources and knowing who to ask to find out more. Connections are oftentimes the best way to find and screen potential partners. Try to share an example of a connection you have in the community that you have either acted on to create a partnership or plan to in the future.</p> <p>Ask and Discuss: Turn to a partner and talk about a community connection that you have that could be a potential partner for the program.</p>
4. Recognizing Community Assets	10 min	<p>Explain: While the connections that you all have will open up many partnership opportunities, we also need to have a clear idea of all the potential partnerships that are out there and begin to think about how they might work for our program.</p> <p>Activity:</p> <ul style="list-style-type: none"> • Distribute: The <i>Identify Partners</i> worksheet. • Have small groups take one or two categories (Community leaders, Places, Groups, etc.) and brainstorm potential partners and collaboration ideas. • Groups should pick one or two of their best ideas and be prepared to share them with the group. <p>Explain: While the initial partnership idea you create will probably change over time, it's important to have some ideas of what a potential partnership might look like both to determine if the partner would be a good fit as well as to offer your vision of the partnership when you reach out to the potential partner.</p>
5. Think, Pair, Share	5 min	<p>Explain: One of the first things potential partners will probably want to know is what it is that you do and why it's important.</p> <p>Activity:</p> <ul style="list-style-type: none"> • Individuals should think about activities they perform or oversee in the program that are of particular importance to youth. • Pair off and talk about what ideas you had. • Be prepared to share highlights of your conversation with the group.
6. Bringing the Program Vision to Life	2 min	<p>Explain: It's stories like the ones you all just shared that help bring the program vision to life and ensure that potential partners understand what we're doing and why it's so important. And while everyone's stories were</p>



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		and should be personalized, you should always make sure to touch on themes of supporting youth’s academic and social development, providing opportunities beyond what they may have been exposed to, and making sure a team of adults is not letting any youth fall through the cracks.
7. Effectively Sharing the Program Vision with Partners	15 min	<p>Explain: Ultimately, you need a clear, coherent, and compelling pitch to deliver to potential partners that incorporates much of what we’ve been talking about and a bit more.</p> <p>Activity:</p> <ul style="list-style-type: none"> • Distribute the <i>Creating a Program Elevator Pitch</i> and review it as a group • Have participants individually draft up a pitch • When participants feel ready, they can practice delivering their pitch to a colleague who should give them feedback • If others are still working on their pitch, individuals should continue practicing with others to get feedback from multiple individuals • Have a few individuals share their pitch and have the group offer feedback, both positive and ideas for changes
8. Customizing Your Pitch	5 min	<p>Explain: A good pitch tells a story about your program and should leave the listener interested to learn more. But an effective pitch is also customized to each individual and should begin to address any concerns or questions they may have.</p> <p>Ask and Discuss: What are some of the things that a potential partner would want addressed when you’re asking them to collaborate with our program? How can we make sure to speak to their concerns? Mention the need to listen, work with their schedules, and try to have them doing things that match with their interests and talents.</p>
9. Next Steps	3 min	<p>Explain: Recruitment is a key step in the partnership process because it helps ensure the best possible match from the beginning. Let’s start to think about how we can use what we learned today to begin reaching out to partners.</p> <p>Ask: Which potential partners should be contacted first? What should we talk about when we pitch or explain our program to the partner? What are potential concerns the partner may have?</p> <p>Thank everyone for participating, and move on to next steps!</p>



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