coalition of community boards
Sunshine Coast

Developing Relationships that Benefit Your Organisation

- How to develop partnerships between organisations.
- How to maximise skill sharing within your organisation.
- Determining who you need to connect with.

Notes made from the SC CoCB Workshop, (Developing Relationships that Benefit Your Organisation) - 14 April 2019 @ Kawana

Panel guest speakers;

- Craig - Sunshine Coast Animal Refuge, President
- Jude – Sunshine Coast Theatre Alliance, committee members

Who to build relationships with

- Organisations with;
    - Common values in the relationships
    - Shared benefits
    - Mission alignment b/t organisations
- Your own committee, or partners or your own volunteers, organisational friends or ambassadors
- People who have skills that are identified as low in your committee skill audit
- If your committee doesn't have the answers, relationships can help provide it.
- Use Asset Based Community Development approach to identify partners in your local area.

Ways to Build Relationships, that are strategic, beneficial, organisational

- Shared "communication" networks
- Ask questions, ask other org's for help to compliment areas of your organisation
- Develop your 'elevator pitch'; a 2 minute organisational purpose explanation and talk to your strengths and achievements
- Go where the energy is
- Follow "warm" introductions
- Connect supporters to your cause, initially build a rapport around your cause
- Lead or hook or future contact depending on timing

Maintaining Relationships

- Be aware of need to shift relationship from personal to organisational – succession planning
- Try to avoid being "single point sensitive", need more than one person across roles
- Spread knowledge across the organisation formally;
  - Write it down
  - Document in minutes or other organisational documents that are shared
  - risk register
  - relationship register
- Spread knowledge across the organisation informally;
  - Party and socialise
  - Hold activities that committee, volunteers and staff can all participate in
- Be explicit about the organisations purpose and values – all organisational stakeholders are attached to the organisation to deliver the purpose and enact the values, where possible bring all activities back to these.
- CRM (customer relationshop maintance system). A web based database to assist with contacts, emails, notes, document management etc. Some of these products are available on the net for free eg Agile CRM, Mailchimp etc.

Managing political / business partnerships in your organisation

- Be aware of different agendas and managing them concurrently

Passive Relationship Development	Active Relationship Development
- Joint activities - Informally 'playing' together	- Seeking specific 'stakeholders' or partners for specific purpose/s - Co-developing a piece of work or activity

Tools for developing relationships and goodwill

- Sharing resources, eg. marquees, BBQ's, bunting etc
- Parties or events
- Community activities
- FB posts, YouTube videos, social media
- Training and capacity building activities – learn together
- Joint crowd funding
- Make it organisationally 'personal'
- Your own organisational database of organisations and resources

What or Who is your best organisational relationship?

- Sunshine Coast Council x2

- Yandina Community Gardens
- Sundale
- Hinterland Community Development Association (Caloundra Community Centre)
- Community Action Gympie (Community Place)
- SEQ Water
- Other Landcare Groups

Resources cited at the workshop

- https://startsomegood.com, Web based funding focussing on community organisations
- The Book of the Board by David Fishel
  See link for 30 page sample,
  https://aicd.companydirectors.com.au/resources/bookstore/the-book-of-the-board