

COMMUNITY OUTREACH: FIND A PARTNER, PITCH THE PROJECT

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INTRODUCTION

Libraries have been:

- **considered a desirable element of a vital and vibrant community**
- **an indicator of what makes a particular community attractive**
- **This has not really changed.**

Introduction cont.

What has changed is the library needs to be seen as a **necessity** rather than a **nicety**.

Partnering with other agencies, organizations, Institutions, and businesses in your community can help make this happen.

Introduction cont.

Libraries need to change how they do business to:

- **maintain their place in public perception**
- **to attract financial support**
- **to wield more political clout in the community**

BENEFITS OF PARTNERING

Partnering can:

- 1. provide additional resources**
- 2. deepen community commitment to library**
- 3. deepen library's commitment to community**

Benefits cont.

4. create higher profile for library

5. increase positive feelings about library's value to community

6. help library get input to provide what community wants

Benefits cont.

**7. improve library's position with
community leaders and decision makers**

**8. help secure support, funding,
sponsorships, volunteers and in-kind donations**

MUTUALLY BENEFICIAL

Partnerships should be beneficial to both the Library and partner.

Tips on Selecting a Project and Partner

Here are some questions to ask in selecting a project and potential partner:

- Does the proposed project meet an identified need in the community?
- Does the proposed project fit in with the library's vision, mission, goals and objectives?

Tips on Selecting a Project and Partner

- **Is there something about the project that would benefit from a partner?**
- **What kind of partner is needed (government, organization, institution, individual, or business)?**

Tips cont.

- **What does the library have to offer to the partnership?**
- **What would a partner have to offer?**
- **What kind of partnership would this be: money, sponsorship, volunteers, in-kind?**

Tips cont.

- **What would be the benefit to each party?**
- **How much time and effort is required to bring interested people on board?**
- **Is the project and partnership cost effective?**

Tips cont.

- **If the partnership does not work out, is there a way for each party to exit gracefully?**

MAKING THE PITCH

Once you have identified a potential partner, you need to make the pitch.

This is where you get your counterpart at the other organization to buy into the project.

Pitch cont.

Before approaching a potential partner, get prepared:

- **Know what you want, and why.**
- **Prepare your message carefully.**
- **Keep in mind your audience.**

Pitch cont.

- **Do your research; match desired outcome with your potential partner's interests or concerns.**
- **Be ready to show the other person why they would want to be a partner.**

Pitch cont.

- **Have documentation prepared showing who in the community would benefit. Include statistics, survey results and any other background materials.**

Pitch cont.

Call in advance to set up the meeting:

- **Identify yourself and the library.**
- **Be polite.**
- **Ask to meet when and where is convenient for the other person.**

Pitch cont.

At the meeting:

- **Know your facts.**
- **Be specific.**

Pitch cont.

- **Ask for collaboration in a way that allows multiple possible positive responses.**
- **Keep the meeting short, to the point, positive, and interesting.**

Pitch cont.

- **Listen carefully.**
- **Anticipate objections and be prepared to counter them.**
- **Have positive expectations.**

Pitch cont.

- **Establish when you can expect an answer.**
- **Do not linger.**
- **Follow up with a thank you note.**

Question & Answer Time