



HARD-WON PARTNERSHIPS: BEST PRACTICES FROM THE FIELD

HEALTHRAYS® PARTNERSHIPS TAKEAWAYS by PDG Pamela S. Kerr, District 6440

Memorandum of Understanding (MOU)

Although an MOU does not have legal power, it helps commit the partners to actions. Governments and NGOs are sensitive to bad press emanating from broken promises.

Partners

Strong Rotary involvement from the host country is crucial. Know the Rotarians you plan to work with.

Funds Management

Leverage contributions with DDF. Every project sponsor needs to understand their district's policies about DDF matches – along with their partnering districts' policies. Make sure contributors request a DDF match from the district when cash contributions are made to a Global Grant.

Donor Advised Funds

Consider using Donor Advised Funds, which is a great way to provide donors with a charitable donation prior to a grant being approved.

Collecting Funds

Do not collect funds until it is time to order equipment. Pledges suffice, provided you have a written commitment from club president or district governor.

Funds Processing Fee

Find creative ways to work around the TRF 5% funds processing fee. Consider using a district charitable fund to amalgamate funds that are sent directly to a Global Grant bank account.

Publicity

Publicize a project using websites, social media, MyRotary (Showcase and Ideas), newsletters, etc. in a way that will attract attention and interest for the project.

The Rotary Story

Create slide shows, videos, testimonials, photos, etc. to help tell a compelling Rotary story about the project. These materials will be essential for communicating with potential donors.

District/Zone Leadership

Be sure to involve past, as well as current, district/zone leadership in the project.

Sources

Minimize the number of suppliers when possible. If something goes wrong, suppliers can tend to blame each other.

Inaugurations

Invite everybody you can to the project's inauguration or kick-off event, including high-level leaders – this includes RI Presidents and Directors as well as the Foundation Chairperson and Trustees. Don't forget government authorities and other leaders from the country where your project will operate.

Administration

Ensure that as many Rotarians participate in the project as possible. Divide the tasks into committees and encourage independent actions by the committees that engender ownership of the project.

Meetings

Maintain a schedule of meetings or teleconferences to exchange information with key individuals.

Remember

"Make no little plans. They have no magic to stir men's blood." *Daniel Burnham, Planner of the Chicago Columbian Exposition of 1893*