

# Community Partnerships

Creating a Facility  
*With Your Community*  
Not Just *For* Your Community

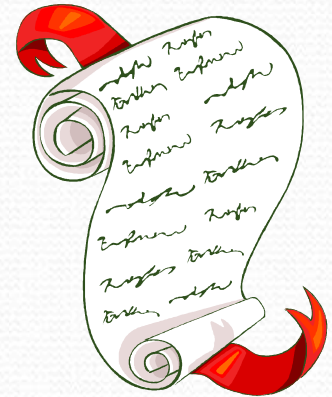
ACM Pre-Conference  
Philadelphia 2009  
Jillian Fritch-Stump

Bakersfield Adventures for the Mind (BAM)

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# Community Partnerships Begin With What You Bring To The Table

- Create a Board Driven Mission Statement to Help Prioritize Partnerships
- Capacity to Deliver on Partnerships
- Realistic Level of Partnerships
- Wish List of Future Partnerships and Review Policy for Controversial Partnerships and Exclusivity Requests (Brewing Companies, Wellness Policies, Environmental Concerns, Etc.)
- Community Partnerships = Future funding streams for your business/operational plan for your museum. Not all partnerships will bring large sources of revenue, but they may be important relationships helping you to accomplish your mission and attract donors



# Community Partnerships: Establishing Your Board

- Use ACM worksheet to guide your Board development (contact me for copy)
- Diversity both ethnically and re: who the board member's organizations serve (socio- economically, etc.)
- Recruit members with *proven* abilities in fundraising, community partnership experience who will make *your* project *their* project
- Beware of conflicts of interests with board members re: fundraising, involvement in project, politicians



# Site Selection

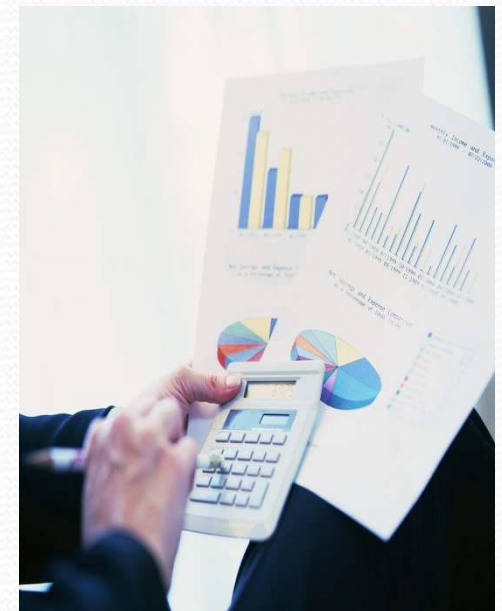
- Written site proposals submitted from the community to board for review
- Board creates list of pros and cons for each site submitted
- Do not alienate any group during the process
- Finalize site selection with the help of market feasibility expert



BAM Site Map for  
California State  
University Bakersfield  
campus location

# Market Feasibility Study: Consult Econ

- Researched firms for market feasibility study/interviewed other emerging groups re: their studies
- Present written site proposals and pro and cons list to consultant
- Market study: provides demographics, market information, sustainability, audience defined
- Market study provides data to help build corporate, private and foundation partners



# Professional/Museum Partnerships

- ACM's database
- Market feasibility study lists similar projects
- Attend other conferences for Museums/Educators

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Seek out collaborative partners that are willing to share resources, established partnerships and best practices

Do your homework for funding support with 990s, GuideStar



Some members of  
BAM Project Team  
Visit other Museum  
Sites

# Community Partnership Logistics

- Establish a 4-6 person Executive Steering Committee and/or Community Partnership Committee within your board
- Partnership Proposal form (see template)
- MOU (see template)
- Create Community Committees: kids, parents, grandparents, educators, corporate leaders
- Create *manageable* number of pilot programs during Planning Phase with Community Partners (i.e. Schools, Library, Park & Rec)



**BAM After School Program  
2-5<sup>th</sup> graders, Rocket Launch**



**BAM Kids Committee visit  
Kidspace Children's Museum  
in Pasadena**

# Memorandum of Understanding (MOU)

- Have a legal advisor on your board or as a consultant (pro-bono ideally)
- Scope of partnership/time limit
- All budget and in-kind partnerships need MOU (see hand out)
- Maintain contact/interaction with agency during the partnership to keep relationship active



# Community Access To Partnership Proposals



- Website Access with pathway for partnership proposals to be submitted
- Keep written record of all partnership proposals made to project with date, contact information, review and response notes included
- Incorporate Architectural/Exhibit Design meetings for kids, parents, grandparents, educators and corporate committee members to provide input
- Provide surveys at libraries, bookstores, schools, cafes for people to provide input for project during design/planning
- Currently exploring developing blog, twitter and Facebook to increase community involvement in project during design phase

# Building On the Success of Other Community Partners



- List which established annual events you would benefit from partnering with during (and after) your Planning Phase (other museums, theaters, community centers)
- Offer a strong partnership with possible funding, volunteers, attendees, educational resources, etc., for the event. If partnering on a grant together offer grant writing support, research, and letters of support from other community partners.
- Allow the established partner to take the lead on the collaboration re: location, time, format. Keep in mind it started as their event, and your project is now given the opportunity to benefit from their previous work.



What's

In it

For our

Mission

# Some things to consider...



What is the “give/take” of the proposed partnership?  
Is it balanced? Are you giving more than you are getting?

# Good or Bad Partnerships YOU DECIDE!

A local library system comes to you to tell you that Carson's is sponsoring a program where libraries will give away FREE passes to museum patrons. The library system will handle all of the marketing and advertising for this program. There are 170 libraries in the system and they want to give away 4 passes per week for one year at each library. Your museum will get no reimbursement from the passes.

# Good or Bad Partnerships YOU DECIDE!

A local hospital is interested in coming to the museum to do health programming for children. They will promote it and have asked that you also promote it as one of your programs. They'll provide everything you need, you just need to make the time to do the program.

# Good or Bad Partnerships YOU DECIDE!

Your museum has a revenue stream where organizations hire your museum to do face painting. A local business has asked you to come and face paint at a promotion they are running for the store. They say they cannot pay you, but that you can accept donations. You typically get \$200 for two-hours of face-painting. They want you for 5 hours.

# Good or Bad Partnerships YOU DECIDE!

You run a financial literacy program for children to teach them the value of money. A local bank has volunteered to send its staff from the bank to teach the kids about savings and will distribute information to them on how to open a bank account. The bank is unwilling to make a financial contribution to the museum.

# Good or Bad Partnerships YOU DECIDE!

A bank wants your business and has told you that if you were a customer, they'd be able to do more in the way of contributions. Do you change banks?