

LOCAL PARTNERSHIP PLANNING GUIDE

Partnership Development Planning Template

Use this planning sheet to help identify goals, partners, and outreach strategies.

Chapter Goals: What do you want this partnership to achieve? (e.g., career exposure, fundraising, mentorship)

Target Partner Organizations: Who is the ideal partner? (Business type, nonprofit, community group, etc.)

Proposed Partnership Activities: What kind of support or collaboration are you hoping for? (e.g., guest speaking, mock interviews, donations, job shadowing)

Initial Outreach Plan (who, how, when):

Roles and Responsibilities: Who will do what?

Advisor lead: _____

Student lead(s): _____

Partner lead: _____

Other lead: _____

Timeline: When would the activities happen?

Next Steps: What are the immediate next actions?

Planning Considerations + Resources

HERE ARE WAYS YOUR PARTNERS CAN GET INVOLVED:

- Guest speaker
 - Career panelist
 - Site tour host
 - Mock interview volunteer
 - Judge for competition
 - Sponsor or donate prizes
 - Provide internships or job shadows
 - Mentorship or coaching
 - Joint community project
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Success Story Examples

Example 1:

A local bank provided a guest speaker and later hosted five students for a job shadow. After the visit, two students applied for part-time teller roles. The bank now sponsors the chapter's business plan competition.

Example 2:

An alumni parent who owns a restaurant helped mentor a food marketing project team. They hosted a practice pitch session and donated a gift card for fundraising. The relationship grew into a long-term advisory role.

Quick Start Guide

1. Map potential partners in your community.
2. Choose 1–2 with the best fit and fewest barriers.
3. Reach out using the editable phone and email templates.
4. Track progress using the contact log.
5. Send a thank-you letter after engagement.
6. Reflect and plan your next step.

Do's and Don'ts of Partnership Engagement

✓ Do:

- Personalize your message
- Offer mutual value

- Follow up and say thank you
- Involve students in communication
- Keep it short and clear

X Don't:

- Send generic mass emails
- Only talk about what you need
- Forget to follow up
- Do it all yourself
- Overload with information