



BEYOND FUNDRAISING: BUILDING MEANINGFUL LOCAL PARTNERSHIPS





SESSION OBJECTIVES

01

Understand the key elements
of local partnership
development

02

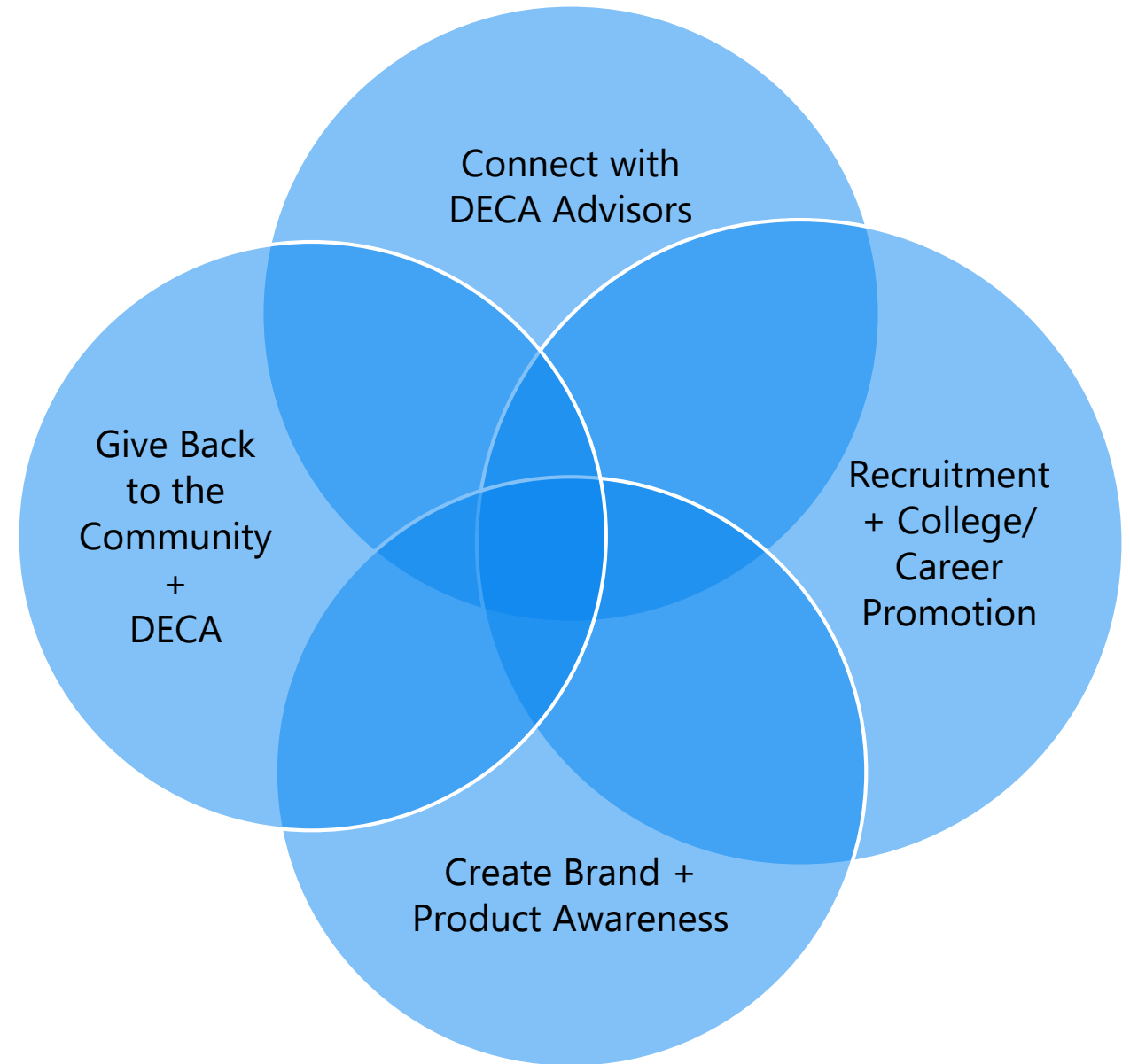
Learn how to teach these
strategies to students or
advisors

03

Practice using tools and
techniques for delivering
this training

WHY PARTNERS ENGAGE

Understanding Partner Motivation



WHY LOCAL PARTNERSHIPS MATTER

- 01 | Enhance student opportunities and real-world connections
- 02 | Gain support for events, mentorship, and experiences
- 03 | Promote chapter visibility and community engagement

Reflection:



What's one partnership that made a difference in your chapter?

REVIEW CURRENT PARTNER MIX

- Are these organizations thought partners?
- Do your partners engage in meaningful activities?
- Are partners aligned with your members' interests/chapter mission?
- Do you have champions among this group?

NEEDS ASSESSMENT

- Which segment of partners is not well represented?
- How well are your students reflected in the faces of your partners?
- What chapter needs continually go unmet?
- Who is a prospective partner or sponsor that could act as a magnet for others?

PARTNERSHIP DEVELOPMENT FRAMEWORK

- 01 | Identify - Local organizations and potential allies
- 02 | Approach - Crafting and delivering a compelling ask
- 03 | Engage - Starting small and adding value
- 04 | Sustain - Following up and building long-term relationships
- 05 | Grow - Building capacity from within

STEP 1: **IDENTIFY**

Map local options:
businesses, nonprofits,
alumni, business groups



Partner Mapping Activity
(5-7 minutes)

APPLICATION ACTIVITY: Partner Brainstorm Sprint

In pairs:

- Brainstorm potential local partners—based on your school, community or event
- Think across all sectors: small businesses, alumni, government agencies, parent networks, etc.
- Share 2–3 examples as a large group

Goal: Quickly generate local partnership ideas

CATEGORY	PARTNERS	WHAT THEY COULD OFFER	SHARED VALUE
Local Businesses			
Alumni or Parents			
Civic & Government			
Nonprofits			
School-based Contacts			

STEP 2: **APPROACH**

Craft a clear, respectful ask
with mutual benefit



Outreach Templates
and Scripts

APPLICATION ACTIVITY: Pitch Practice

In pairs:

- Review the phone script template.
- In pairs, one person acts as the advisor, the other is the prospective partner.
- Each person deliver their pitch (1-2 minutes), then switch roles.
- Role-play different partner types (e.g. business owner vs. nonprofit director)

Reflection:



What felt most natural and how would you adapt for your own use?

STEP 3: **ENGAGE**

Start with manageable
asks: guest speaker,
mentor, tour



Advisor Tip:

Review the Local
Partnership
Planning Guide with
fellow advisors and
students

STEP 4: **SUSTAIN**

Discuss the value of
sending thank-you notes,
sharing outcomes



Advisor Tip:

Review the Outreach
Templates and
Scripts Guide

STEP 5: **GROW**

- Diversify opportunities
- Conduct annual reviews – formal and informal
- Make use of data + analytics
- Establish advisory groups
- Leverage current partners



Advisor Tip:

Consider what information should be included in advisory group and partner review meetings

RESOURCES

Advisor Handouts: Local Partnership Development Guide, Partner Mapping Worksheet

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Editable Outreach Templates + Scripts: pitch script, contact log, thank-you letter

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Partner Toolkit:

DECA PARTNERSHIP DEVELOPMENT GUIDE



ADVISOR RESOURCE CENTER

- Partner Outreach Flyers
- Partnership Webinar Recordings
- DECA Inc. Partner Connections



DECA IS YOUR #1 SUPPORTER

- Opt-in for partner emails
- Reach out to partnership@deca.org to connect with national partners
- Remind local contacts about national DECA partnerships
- Use data to show your partners how their support makes an impact
- Remember to visit the Advisor Resource Center

WRAP-UP & NEXT STEPS

- Recap of the 4-step framework and training techniques
- Use or adapt the resources provided
- Contact info for questions or follow-up

QUESTIONS & CONTACT



SARAH COZEWITH

Chief Partnership Officer

sarah@deca.org



WHITNEY MILBOURNE

Grants and Volunteer Manager

whitney@deca.org