# Charity-Business Partnership Development

This playbook describes the sequential steps required to form effective partnerships between charities and businesses, with the aim of enhancing mutual benefits and amplifying social impact.

### Step 1: Research

Identify potential business partners by researching companies that align with the charity's mission and have a history of social engagement or corporate social responsibility (CSR) initiatives.

### Step 2: Outreach

Initiate contact with the potential business partners through personalized communications, outlining the charity's objectives and the benefits of the partnership.

### Step 3: Presentation

Prepare and deliver a thorough presentation to the interested businesses that includes your charity's goals, success stories, demographic data, and a clear explanation of how the partnership can be mutually beneficial.

### Step 4: Proposal

Develop a tailored partnership proposal for the business that outlines the specific terms, projected outcomes, and roles and responsibilities of each party.

### Step 5: Negotiation

Engage in a negotiation process with the business to finalize the partnership's terms, ensuring both the charity's needs and the business's expectations are met.

### Step 6: Agreement

Draft a formal partnership agreement capturing all agreed terms, securing legal review if necessary, and obtaining signatures from both parties to ratify the partnership.

### Step 7: Execution

Implement the partnership according to the agreed-upon terms, initiating any planned programs, projects, or events and establishing a communication strategy to manage and grow the relationship.

### Step 8: Evaluation

Regularly assess the effectiveness of the partnership through performance metrics and feedback, making adjustments as required to meet objectives and maximize impact.

### Step 9: Report

Provide regular updates to the business partner in the form of progress reports, acknowledging their contribution and highlighting successes and areas of improvement.

### Step 10: Renew

As the partnership term nears conclusion, review the outcomes and negotiate terms for renewal, expansion, or conclusion of the partnership based on the achieved results and future goals.

## General Notes

### Adaptability

Be prepared to adapt the partnership model as the charity's and business's goals evolve over time, maintaining flexibility to ensure the relationship remains relevant and beneficial.

### Transparency

Ensure transparency throughout the partnership lifecycle, maintaining open lines of communication and honest reporting to foster trust and long-term cooperation.

### Recognition

Acknowledge the support of the business publicly when possible, as appropriate recognition can enhance their brand and encourage ongoing or increased support.