



Successful non-profit collaboration.
All for one. And one for all.

Miki Young
President, MarketShift
MarketShift.net

Goals

1. Determine how collaboration can be a viable option for you
2. Consider potential partners
3. Plan for effective win-win scenarios
4. Establish relationships



Why collaborate?
Cooperate?
Or create co-opetitions?*

*cooperative competition



The rewards

- Knowledge expansion
- Referral building
- Program development
- Expense reduction
- Capacity building
- Recognition/brand building
- Enhance fundraising efforts
- Maximize impact

The Truth:

Collaboration is unnatural to our
instinct for survival...

which is, what's in it for me.



The Truth

1. We're all here to serve older adults
2. There are more older adults who need more services than we can reach and/or provide
3. We're afraid of each other
4. We have a scarcity mentality
5. We have a lot invested in our organization



“Collaboration or the lack of collaboration comes down to three main issues -- time, turf, and trust.”

*Scott Bechtler-Levin, President
IdeaEncore Network
A Knowledge Sharing website for
non-profits*



The Truth:

We have to collaborate
to survive.



We have to collaborate.

1. We're all here to serve older adults
2. There are more older adults who need more services than we can reach and/or provide
3. Our resources are limited.
4. We can grow better together and we need each other.



Research on collaboration

Non-profit collaborations are effective and achieve:

- policy achievements
- cost savings
- new solutions to old problems
- innovations in thinking

And collaboration is hard, time-consuming frustrating, and requires new relational skills

Boston study, Barr Foundation, 2008



Research on collaboration

- Paying attention to the “soft skills” is key.
 - Understand the potential landmines related to trust and culture
 - Collaborations often run into trouble because they jump too quickly to “outcomes”
 - Set ground rules and build key relationships at both the executive director and staff levels

Boston study, Barr Foundation, 2008



Research on collaboration

- Collaboration should be strategic and clear from mission and outcomes
- Funders can align expectations for outcomes with incentives such as support for consultants
- Set clear lines of authority and responsibility for tasks and performance
- Drive the collaboration deep into the organizations



An idea that's growing

IdeaEncore.com

- Reaches roughly 350,000 nonprofit professionals a month
- About 5,000 people have opted in ... most have downloaded at least one resource
- About 100 organizations have uploaded files about 600 items available
- Hot-off-the press collaboration with VolunteerMatch, IssueLab to create an online library that combines all their resources

Sharing knowledge

IssueLab.com

Effectively archive, distribute, and promote the extensive and diverse body of research being produced by the nonprofit sector.

- Billions of charitable dollars are spent on nonprofit research determining impact
- Most nonprofit research remains unavailable
- A site that shares research assets



Collaborations
come in
all shapes and sizes



Creating children's cabinets

Problem: Different disciplines didn't connect; service coordination fell to overburdened families

Goal: To better align state and local services

Solution: The Child and Youth Readiness Cabinet – Massachusetts leadership team (including Education, Health & Human Services, Housing, Labor/Workforce, Public safety) focused on streamlining state efforts to improve services

Communities For All Ages

Problem: Siloed interests in facing community challenges which often resulted in a lack of consideration of the aging in creating healthy communities

Goal: To address critical community issues from multigenerational perspective and promote well-being of all age groups

Solution: Develop diverse alliances; engage community residents of all ages; create places/practices/policies that promote interaction



How do we create successful collaborations?



Strong collaborations

1. Chemistry
2. Compatibility
3. Timing



Strong collaborations

1. Is it a good culture/people match?
2. Are the goals aligned?
3. What is the win-win?
4. Is there an equality in the relationship?
5. Is the timing right?
6. Do you have the right attitude?



They all start with common ground and common needs

- Clients/markets/audiences
- Service
- Technology
- Marketing
- Funders
- Money
- Relationships

The right attitude

- Legacy vs. destiny
- Discernment vs. judgment
- Scarcity vs. abundance

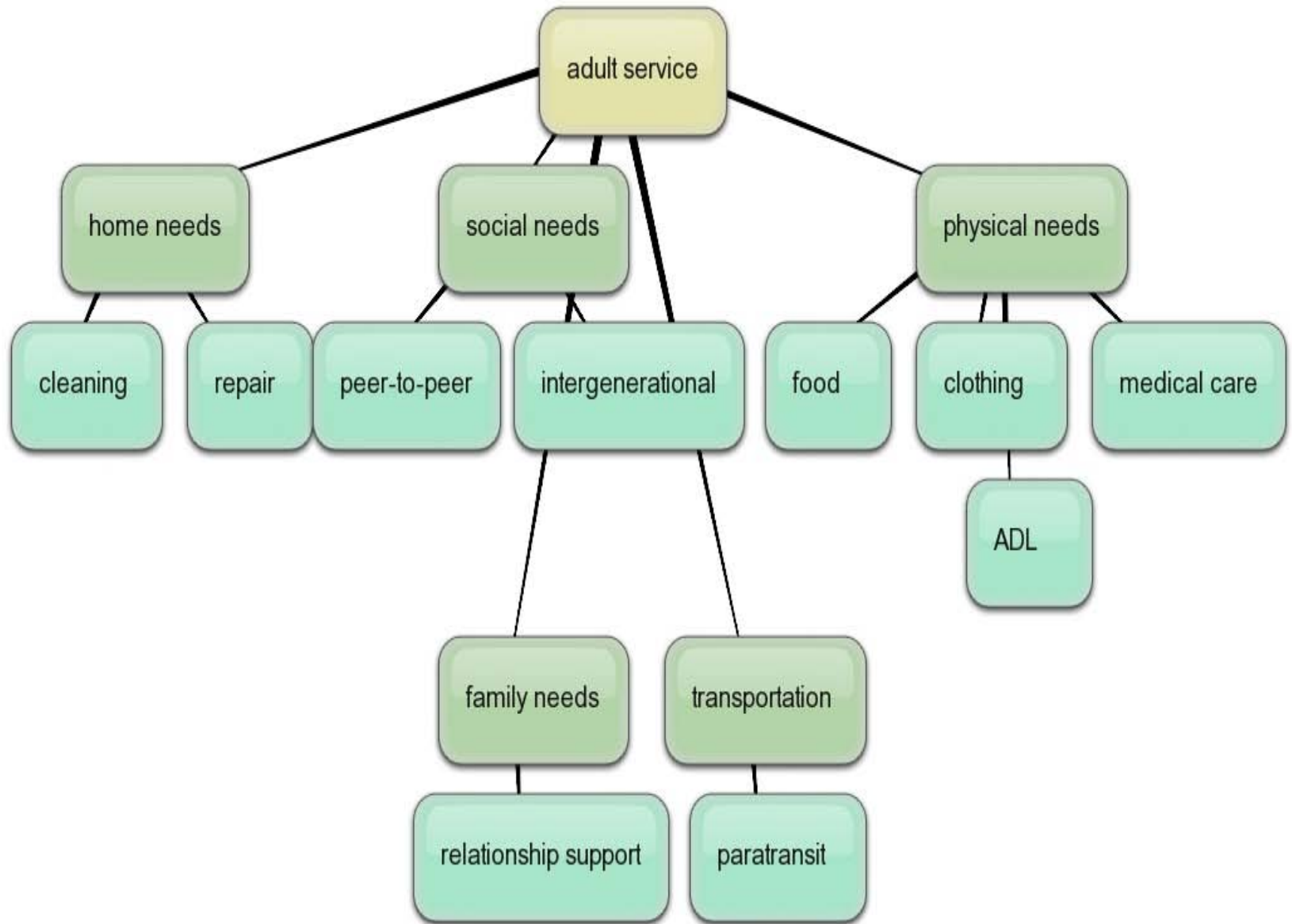
The partners

- The Judge
- The Stealth Silo
- The Agree-er
- The Bridge Architect
- The Visionary
- The Empire Builder

What's your reality?
An exercise.

Mind mapping

- Bubbl.us
- MindJet
- FreeMind



Mind/mine mapping.

An exercise.



Ways to collaborate

- Share resources
 - Office space
 - Support staff
 - Shared consulting: marketing, legal, accounting
- Marketing
 - Co-branding
 - Share links/newsletters
- Program/service delivery
 - Coordinate services
- Funding
 - Apply for grants
- Share knowledge
 - Networking

Collaboration wish list. An exercise.



Win-Win strategies:
What's in it for them?



Sustain & Grow

- Knowledge expansion
- Referral building
- Program development
- Expense reduction
- Capacity building
- Reduced waste through replication
- Recognition/brand building
- Enhance fundraising efforts
- Maximize impact



Win-Win strategies: An exercise.



Create the rules of collaboration

1. Practical and doable
2. Bottom-line focus re people/revenue/expenses
3. Alignment between goals and strategies
4. Be a trustworthy, credible, authentic partnership
5. Listen more. Talk less.



Getting started.
An exercise.



Start small

1. Identify natural opportunities
2. Share coffee
3. Listen to their needs
4. Consider a mutually beneficial proposition
5. Determine matchworthiness
 - chemistry, compatibility, timing



The right attitude starts with the
right questions



The right questions

1. What are we trying to accomplish for those we serve?
2. What is the best way to do that for them?
3. State the *tri*-mutually beneficial proposition
4. Discuss the potential challenges in turf, trust and time
5. Determine the communications – what do we say to whom when
6. How do we operationalize our collaboration with accountability for task and performance?
7. How do we measure how we're doing? The outcomes, the process, the impact.
8. How do we refine it?





Collaboration.

In the end, it's simple.
Treat the other people
in the organization
as you would want
to be treated yourself.

Thank you.

