

# Added Value

More than Money

Spring 2007

## Two Are Better than One

### How to Grow Successful Collaborations

[www.kedconsult.com](http://www.kedconsult.com)

*"Two are better than one, because they have a good reward for their labor."*

Ecclesiastes 3:9

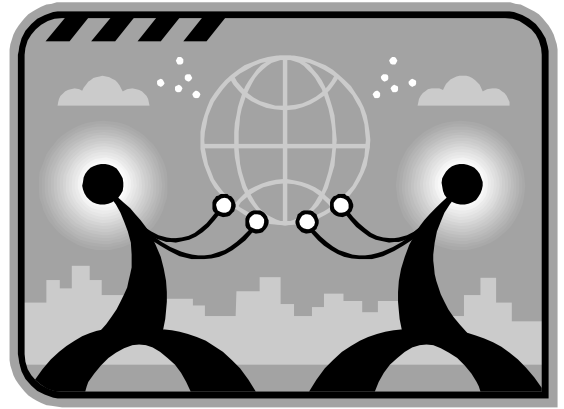
Claire, a board member Joe has been recruiting telephones him. "Joe," she begins, "I've just learned about the work of another nonprofit. Your services are so similar I'm sure you will benefit if you collaborate." Joe wants to partner with other nonprofits, especially if it will improve operations and help his customers. But not all collaborations are successful. This article explores how you can take actions to ensure yours are.

#### An Example:

#### We Care and Manatee Glens

Kathy Handra, the Executive Director of We Care of Manatee was in a quandary. We Care, who provides medical services to uninsured adults, had just discovered mold in a facility they planned to use as a medical clinic. Handra shared this challenge at the next Homeless Coalition Meeting. Among the people attending was Mary Ruiz, the leader of Manatee Glens, a nonprofit that provides mental health and addiction services. The Glens had potential space.

After sharing information, the two leaders began to work towards an agreement. "We meet with Mary and several staff, including the maintenance director, to work out the details over several months," explains Handra. Late in 2005, We Care opened a



medical clinic adjacent to the Manatee Glen's outpatient one. The collaboration provides We Care with an ideal space. But even more, both organizations gain:

- **Better services**
- **Opportunities** to use an interagency approach to solve client challenges
- **Increased referrals**
- **Greater understanding** about the other's work and
- **Bonuses**

"We share potential funding opportunities when appropriate," Handra said.

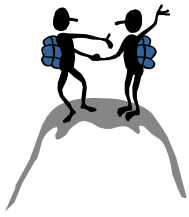
How can you make your collaborations productive, like the We Care– Manatee Glens experience? Draw on the following.

*Continued on page 2*

Do you want to achieve more of your mission by turning your ideas into funded realities? Since 1994, this firm has helped hundreds of groups do exactly that—and secure millions of dollars, improve services and build strong organizations. Contact the *More than Money Consultant* today to build your team, create great approaches for your ideas and win grants.

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## Good Hunting Grounds

Handra found her partner at a meeting. Where might you seek one?

**Natural Connections.** Partner with a group that provides services that complement yours. “We offer different, but complementary services,” Handra shares. Think: mental and physical health; the environment and education or the arts and social service.

For example, Circus Sarasota began to work with The Pines, an older adults housing complex shortly after the Circus’ founding. The collaboration allowed the Circus to serve the community, promote their name year-round and tap into a social services-arts funding. The Pines received first class art at its facilities. Both gained great PR.

**Across the Miles.** For other partners, consider groups that parallel your services at a geographic distance, like those who serves in adjacent counties or at a distance in large ones. In Southwest Florida, the three parishes of St. Boniface, St. Edmund and St. Margaret create the State Road 72 Coalition. Together, they cover 45 miles and share ministries, including youth activities and special events.

## How to Start

**Small Discrete Tasks.** After you decide with whom to work, tackle “the what.” Sometimes this is dictated by grants or other circumstances. If you have a choice, seek tasks that are:

- ✓ Specific
- ✓ Begin slowly
- ✓ Offer good boundaries
- ✓ Provide opportunities for multiple wins
- ✓ Involve steps that allow easy progress monitoring

For example, create an interagency task force to:

- Improve interagency referrals
- Develop a joint information brochure
- Apply for funding

## When?

**Beyond Survivor.** Successful collaboration require self-definition. If you are a new nonprofit, when should you begin? After you know who you are and how you will survive. (That is, your uniqueness and financial success plan. See Spring 2006, *Added Value* <http://www.kedconsult.com/articles> for help on the second.) You want to bring these insights with you to form healthy partnerships. In the meantime, forge links with non-competitive partners, like government agencies and service clubs.

## How Many?

**More-Is-Less.** Just as having 200 yellow paint samples for your house project is overwhelming, so is trying to partner with everyone. Be selective and focus on one or two partners at a time. It’s easier. And you will get more benefits sooner. Think: quality over quantity.

## Your Collaborative Toolkit

Usually, the finest benefits of collaborations occur later in the relationships. How can you get there? Add these “tools” to your “toolkit:”

1. **Set Goals:** Identify the potential gains and move toward them. “It has to be a win-win.” Handra advises.
2. **Divide labor:** Draw clear distinctions between what each partner will do. Think: That is their pie piece; this is ours.
3. **Hot Line:** Be in touch regularly. *Action:* Schedule 60-day check-ins with your partner forever.
4. **Anticipate challenges.** *Action:* Agree upfront to invest in solutions. The 60-day check-in creates a natural opportunity.
5. **Grow your skills.** Include at least these three:

## A Quick Opportunity Test

The telephone rings. It’s a potential partner. Do you say yes to their offer to work together? Probably-- if you can answer the following affirmatively:

- ✓ You like and trust the people
- ✓ You share similar philosophies and ethics
- ✓ You anticipate a win-win
- ✓ The win is worth the time
- ✓ You have a task to begin soon

- **Money Smarts.** Treat your partner’s money like your want your own to be treated. For example, process bills immediately. “It took three months of begging to get a check. Imagine what that does to our operations,” complains an executive of a small nonprofit.
- **Focus on the Main Thing.** In times of challenge or pure drudgery, step back and hit your mental “refresh button” and return to your original goals of seeking long-term benefits.
- **Build Trust** by being trustworthy. For example, note and follow-through on your promises.

## Two Are Better Than One

Great collaborations create results greater than the sum of the parts, like improved services and time savings. When you use these tips above, you can, like We Care and Manatee Glens, create worthwhile collaborations.

## Sign Up Today

**May 2-Foundation Funding.** part of AFP Series, Sarasota, email Kim at [afpfl@comcast.net](mailto:afpfl@comcast.net) for information.

## July 15 -You Had Me at ‘Dear Funder’

Start of the Grantastic! Summer Series. See attached postcard.

Optional. If your list is scanty, list other ways people solve the need. For instance, do they —

- Do it themselves?
- Do without? Such as, frail elderly who remain in their homes when they cannot find alternative housing that allows pets. Or, developmentally disabled adults who live with parents.

### 2. Learn

Find out what other organizations do, especially those whom people always think are “just like you.” If you don’t know the details, review their websites. Ideally “shop” their services.

### 3. Select

Decide whom you will mention. Include three or four by name. Always include your collaborative partners and those to whom:

- ✓ You are frequently compared
- ✓ You are happy to be compared, i.e., credible groups in your sector who are clearly different (you serve boys, they serve girls)

List too long? Group organizations, i.e., after-school programs that serve special interests, like a ballet program vs. generalists, like the Y.

Note: If you are a multiple-service agency, select others who provide services *in the area* of your request.

### 4. Write

- ✓ Write about the organizations and describe the key differences. For instance, a professional theater discusses a local playhouse, a high school program, a dinner theater and a professional group in an adjacent city.
- ✓ Affirm other’s efforts. Why? It shows you “play well” and it helps prove the need. The theatre group writes about how all the groups support local creativity, artistic expression and enhance the area’s quality of life.
- ✓ Explain your unique place. The theatre group highlights the quality of its presentations, responsiveness to local needs and its focus on new plays.

### The Joy of Playing Well

On a grant, this question is often *just* a short one, but developing the right answer is big priority for your organization. In a nutshell, its explains:

- ✓ The veracity of the need
- ✓ Your unique role
- ✓ Why donors prefers you over others

### Learn More

Do you need more information? See [www.kedconsult.com](http://www.kedconsult.com). Here you’ll find over 40 free **Proven Result** articles on team building, leadership and money. Download these three new ones:

- *How Can A Nonprofit Consultant Help? Part One*
- *A Dozen Positive Responses to a Grant “No”*
- *Can You Gain From A Grant “No?” Yes!*

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Contact us for help with your planning, team building and grants

## Grant-Link: Proving You Play Well With Others

Most grant applications request that you compare your organization to others. This article will help you draft an answer to this question and at the same time, build your case and explain your unique contribution.

- What:** An answer to the question: How does your organization differ from or augment the services of other organizations?
- Length:** One or two paragraphs
- Avoid:** Negative statements or writing that there is no one
- How:** Provide a brief inventory of the players and their specialties, then mention your partnerships and highlight how your approach is best for the need you present
- Midas Touch:** The potential donor is left with a positive impression about how you will honor your relationship with them

### Steps

#### 1. List

- List collaborators (people on your team) and competitors (people on the other team.) If no organization is close in their services, include groups that touch upon the need or, like groups, who are distant, i.e., an Atlanta group mentions an Orlando organization.

*Continued on page 2*

## Grant-tastic! Tip of the Month #20

### Grant-tastic!



121 Expert Tips  
 on Writing and Winning Grants  
 for Your Nonprofit



The Eber Davis Group Consulting

If you are seeking a grant for a new activity, assume that another organization has already created a similar one. Seek advice to strengthen your application and avoid redundant, avoidable mistakes. The Internet is a wonderful tool for finding such existing models for your new activity.

Need more winning grant tips? Purchase your copy of *Grant-tastic!* today at [www.kedconsult.com](http://www.kedconsult.com) or using the form on page 3.



# Grant-tastic!\*

Summer Audio Series, 12 noon, E.S.T.

June 15 *You Had Me at "Dear Funder"*  
Preparing Your Organization & Pinpointing Ideal Grant Funders

July 20 *Unlock Fort Knox*  
Developing Grant Fundable Activities & Sustainability

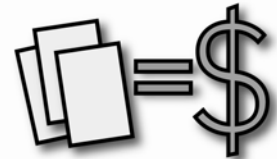
August 17 *Dancing with the Paper Tiger*  
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A companion to the book

**Grant-tastic!**



**121 Expert Tips**  
on Writing and Winning Grants  
for Your Nonprofit

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Karen Eber Davis Consulting

The More than Money Consultant

\* *grant-tastic* n. (grant tas'tik), a grant you submit and win



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