

Traffic Safety Partnerships:
How to make it happen

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Partnerships = planning + time

- Finding a good fit
- Approaching the right person
- Making the pitch
- Getting approvals: yours and theirs





Potential Partners

- Associations
- Non-profits
- Sports venues
- Special events
- Retailers
- Chains prominent in your area or state





Do your homework

- Any potential conflicts?
- What's the venue's record for liquor inspections?




Be prepared and craft your pitch

- Anticipate questions and cover your bases
- Prepare a short background document in advance
- Develop draft materials (poster, banner, brochure)
- "Can you send me that in an e-mail?"



We need your help to:

- Publicize a new traffic law
- Remind people to buckle up
- Alert drivers to increased enforcement
- Host an event or a news conference
- Promote a safety week (CPS Week, Distracted Driving Awareness Week, etc.)



What are you asking?

- Distribution network: share with members or share addresses, emails
- Hang posters or banners; hand out flyers; use placemats, coasters
- Is there any expense to your partner? If so, how much?



Why are they interested

- Demonstrate commitment to an issue
- Show care and concern for customers, employees, visitors, patients, students, etc.
- Build goodwill in the community



Once they are on board

- Be organized
- Make things easy for them
- Be prepared for give and take
- Say thank you