

PARTNERSHIPS

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WHAT IS A PARTNERSHIP

- Arrangement in which parties agree to cooperate to advance their mutual interests
 - Business
 - Legal
 - Marriage



RULES OF A GOOD PARTNERSHIP

- Not about you or your organization
- The goal, the mission, and most of all public service
- Two-way street – everyone wins
- Don't have to be big to be effective
- Be flexible



A SMALL ASK

- o May 2014 Click It or Ticket
- o Coffee cup sleeves to 4,800 gas stations
- o Michigan Department of Agriculture and Rural Development co-signing letter



Don't get burned  with a \$65 ticket.

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WHO SHOULD YOU PARTNER WITH?

- o What are you trying to accomplish?
- o Sometimes YOU are not the most appropriate partner for THEM



CATCH A SOBER RIDE

- o March 2014 drunk driving crackdown
- o Partnered with two mass transit companies – CATA and The Rapid
- o Bus transit signs



WHAT WE DID

- Created the art
- Paid for the printing and mailing
- Set up media events



WHAT THEY DID

- Hung the signs in 250 buses
- Hosted media events
- Posted info to social media sites



THE RESULTS

- 178 news stories
- \$50,000 in earned media
- 200,000 riders saw the message
- 400 signs - \$2,400 (\$6 each)



QUESTIONS

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