



The Harper Consulting Group

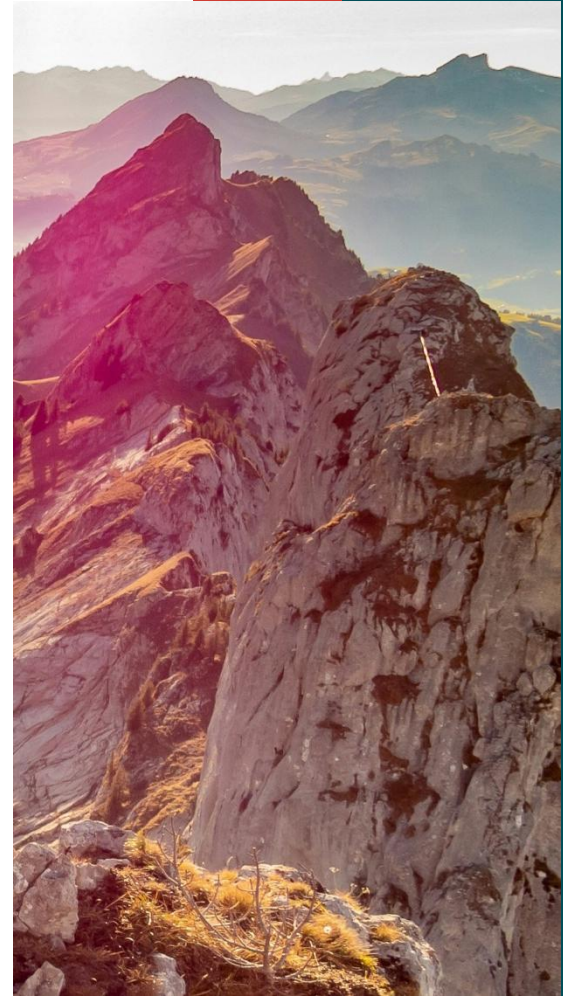


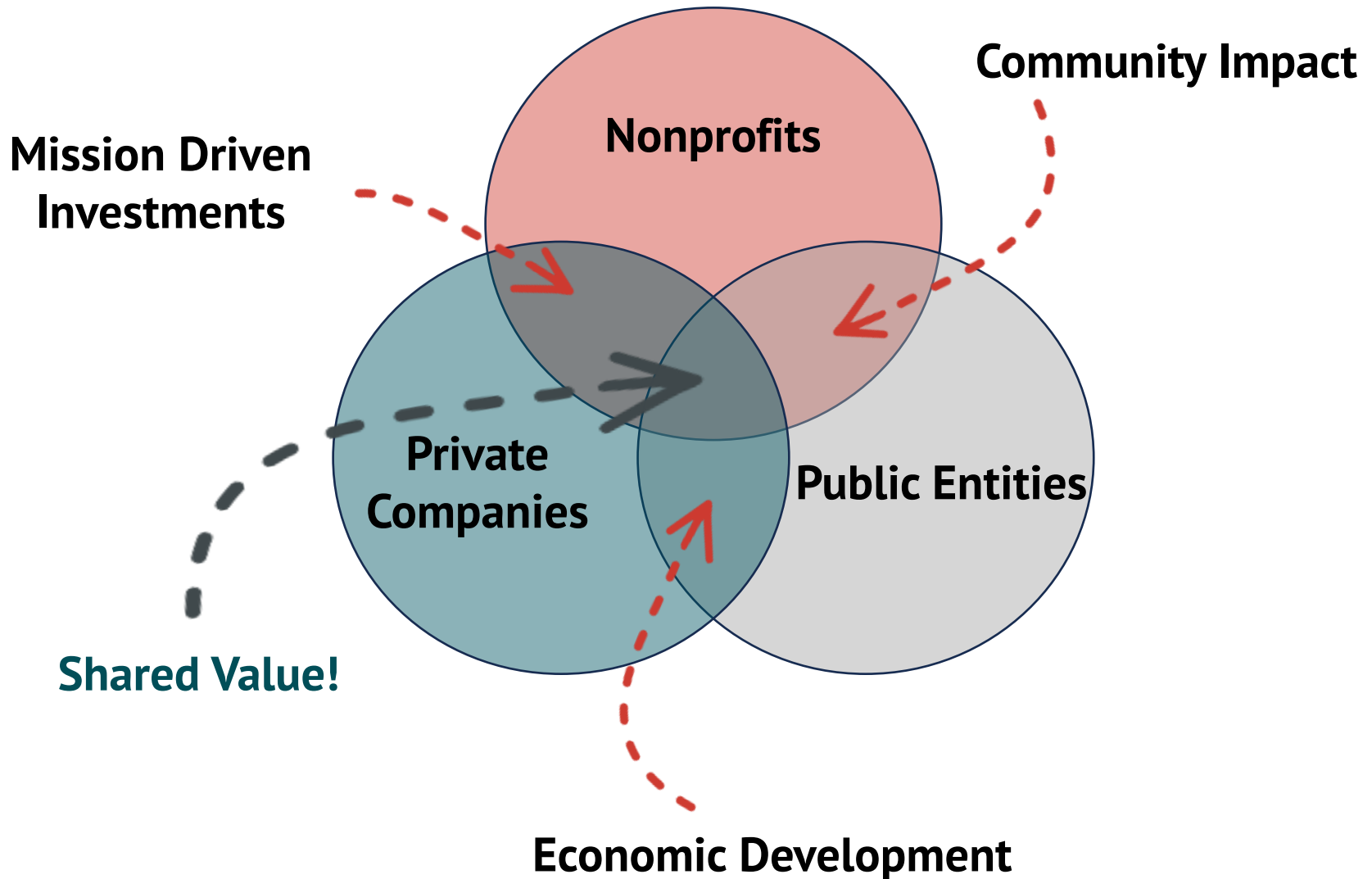
Exploring Cross-Sector Partnerships

April 17th, 2026

Why Cross-Sector Partnerships?

- Increase impact without greatly increasing workload
- Leverage complementary strengths
- Share costs and reduce duplication
- Build stronger, more sustainable ecosystems





Strong Partnership Needs

- **Shared audience**
- **Complementary strengths vs gaps**
- **Clear goals**
- **Mutual benefit**
- **Trust and communication**



Define Your Target Audience

Who do you primarily serve?

Consider:

- Demographics (age, income, location)
- Life stage or situation
- Specific challenges they face



Identify the Core Need

What problem are you solving?

What is the underlying issue?

Why does it matter?

What happens if it's not addressed?





Define Your Superpower

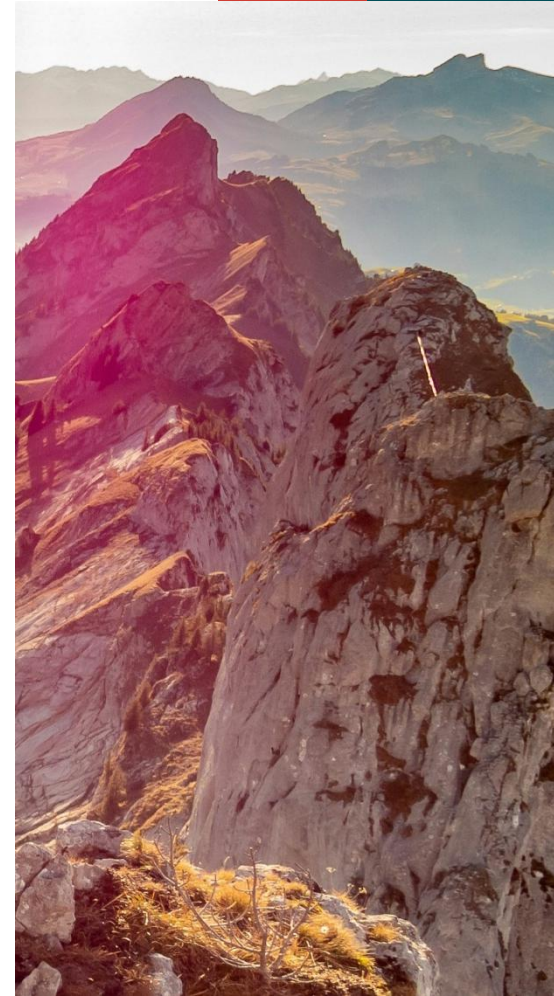
What do you do better than anyone else?

- Unique expertise
- Strong relationships
- Specialized programming
- Community trust

Identify Your Gaps

Where could you improve?

- Capacity limitations
- Missing expertise
- Technology gaps
- Funding constraints



Identify Potential Partners

Who serves the same audience in your community?

- Other nonprofits
- Private companies
- Local government agencies
- Schools, hospitals, community groups

Think about: Who has what you *don't*?

Defined Shared Metrics

How will you measure success together?

Examples:

- Number of people served
- Improved outcomes (education, health, income)
- Increased engagement or retention

→ Explore Shared Funding

Fund the collaboration, not just individual programs

- Approach funders together
- Present a unified solution
- Reduce duplicated requests
- Increase scale and credibility



Discussion/Reflection

What surprised you?

Where do you see immediate opportunities?

What's one partnership you want to explore?





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Molly Harper

Founder & CEO

molly@harperconsultinggroup.com

(206) 450-6226