

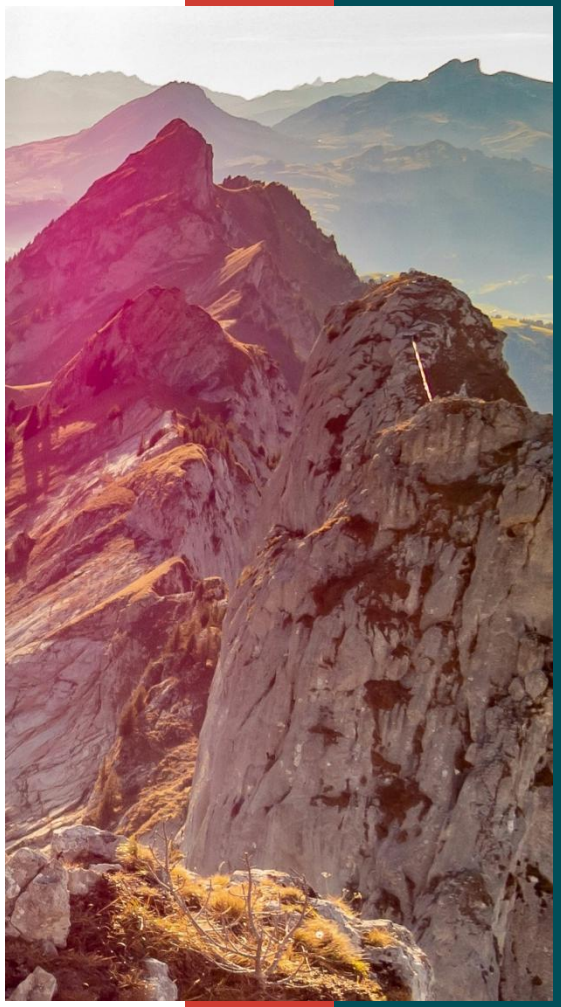
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Exploring Cross-Sector Partnerships

October 23rd, 2026

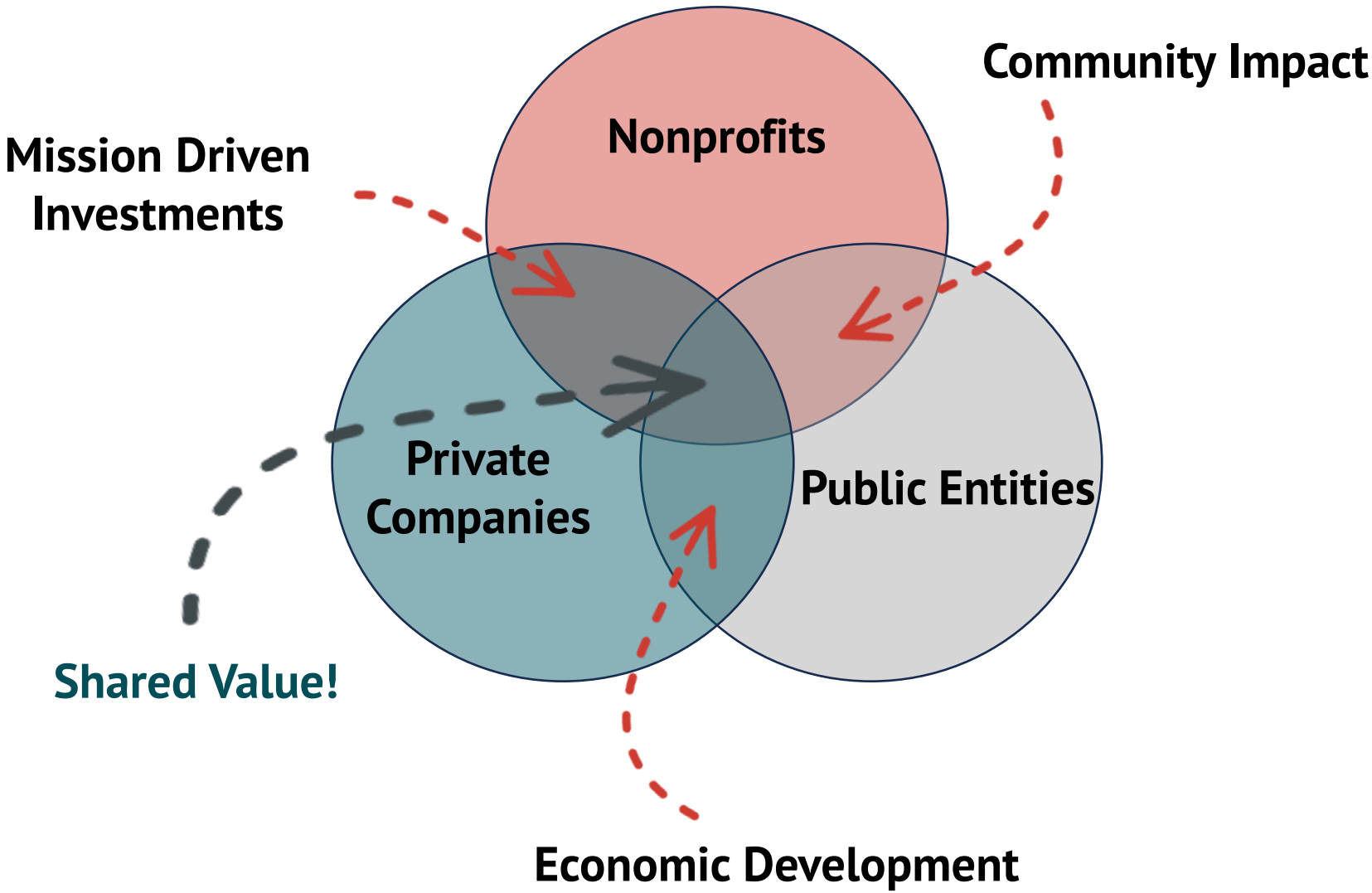
Why Cross-Sector Partnerships?

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



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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

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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?

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Define Your Superpower

What do you do better than anyone else?

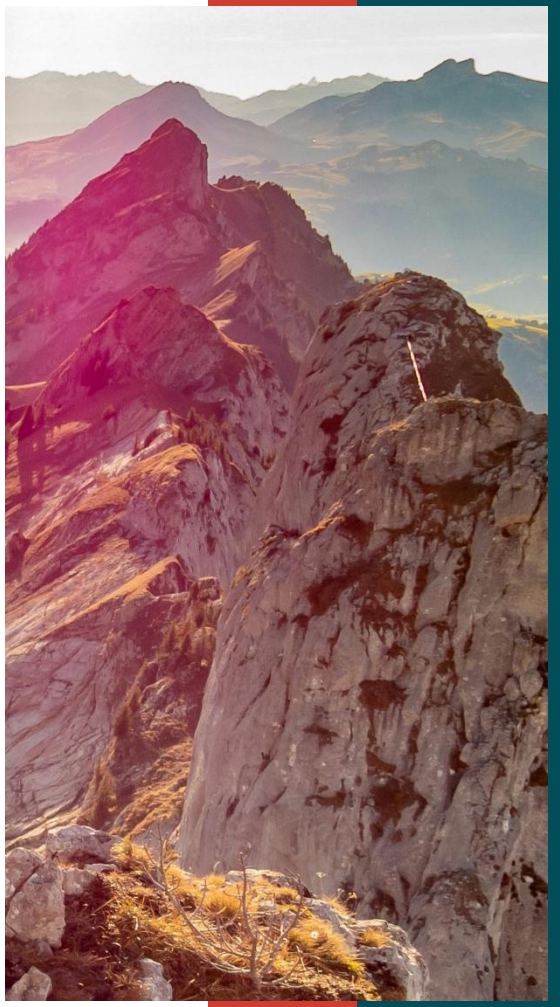
- Unique expertise
- Strong relationships
- Specialized programming
- Community trust

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Identify Your Gaps

Where could you improve?

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



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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

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Discussion/Reflection

What surprised you?

Where do you see immediate opportunities?

What's one partnership you want to explore?





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