



Key Steps in Creating a Partnership or Collaboration

Partnering with other organizations or agencies is essential to maximize your efforts at enrolling children in no- or low-cost health insurance or for any other joint efforts. Thinking of the relationship as a partnership rather than a contract will enhance the success of the effort. The following steps will help create a successful endeavor.

Start the process.

1. Identify the agencies and organizations, including schools, which serve the population you want to engage.
2. Talk with the leadership of those organizations about what you are intending to do.
3. Identify how the effort will support the work they are already doing.
4. Develop a planning team with staff and/or leadership from each of the organizations/agencies willing to participate.

Design the effort.

1. Establish a common understanding of the goals you are trying to achieve.
2. Give each agency/organization roles and responsibilities that are aligned with their interests and capacity.
3. Develop a clear timeline for the overall effort and for each individual component or event.
4. Design a means of data collection so that you can show the results of your efforts.

Implement the plan.

1. Conduct a collective review of the plan prior to each event to be certain that participants understand their role and responsibilities.
2. Hold a post-event review to see what needs to be changed for future events.
3. Periodically review the overall plan to keep the effort on target.
4. Make changes to the plan when necessary but make sure that all of the partnering organizations are clear about why the changes are needed.
5. Create periodic reports of the effort and results to leadership at all of the partnering organizations.
6. Celebrate your successes together and thank the people who were involved.