



## Tips for Building Partnerships for National Women's Health Week

Below are some tips and ideas on how to build partnerships with other organizations for your event/activity during National Women's Health Week. Creating a partnership will allow you access to resources that may not be available through your own organization. A partnership with another organization may also help you reach more people and gain greater media attention. For example, an organization that focuses on women's health may want to partner with a women's health department at a hospital. Or if you offer BMI tests, think about teaming up with a local fitness center. Partners can help you publicize your event, provide an event venue, offer additional women's health resources, disseminate information and provide volunteers at your event. Here are some organizations you may want to consider reaching out to:

**Hospitals:** Hospitals can be used as the location for your free health screenings and can share additional resources with your participants. They may also be able to donate materials needed to hold a free health screening, such as rubber exam gloves, needles, doctors, etc.

**Research foundations:** Research foundations can be a great resource for materials on a variety of women's health topics. They may be able to provide brochures or be willing to set up a booth at your event with information about their research.

**Retail stores:** Retail stores are a great place to hold your event. They can also help promote your event by displaying posters, especially if they cater to the female audience. They can also include a link on their web site.

**Health insurance companies:** Insurance companies can assist you in hosting check-up days at various clinics or other locations that provide health screenings. They can also disseminate information to doctor offices in your area. Donations of supplies may also be an option.

**Associations/organizations:** Associations and organizations that specifically target women can help promote National Women's Health Week in their publications (i.e. newsletters, listserv, Web site, etc.).

**Local businesses:** Local businesses are always looking to give back to the community and may be interested in holding events at their offices or providing staff/support to volunteer at your event. They may also have publications that can assist in promoting your event during National Women's Health Week. Or, if they are interested in holding a lunch 'n' learn seminar for employees, offer to have someone from your organization be a speaker.

**Local Fitness Centers:** Fitness centers are focused on improving the health of their clients. They may be able to provide a local spokesperson for your event or an incentive to those who attend your event. For example, the fitness center could provide free one-day passes to one of their locations. They could also support your event with volunteer staff or assist in promoting your event to their gym members.

### **How do I find organizations in my community to partner with?**

Go online and do some research! You can also check your local newspapers for organizations that are holding events similar to the event that you want to hold. Or ask coworkers if they have contacts outside of your organization that may be interested. Attending conferences and fairs to gauge what other organizations are in your community is another idea.

### **How do I reach out to other organizations?**

Once you have done some research and established organizations in your community that you want to team up with for National Women's Health Week, it's time to reach out to them. Find contact information on the Web site or in the phone book and send a letter or e-mail explaining why they should be a part of National Women's Health Week. In the e-mail or letter, mention your event and why you think they would fit as a partner (refer back to the possible partner's mission statement, past activity, etc.). Following-up with a phone call is essential.

If the organization expresses interest, set-up a call or face-to-face meeting to discuss the possibilities. Make sure you have some ideas already thought out and don't forget to provide background about you/your organization and a fact sheet about the event and National Women's Health Week to educate the potential partner on the mission and objective of the partnership. Remember, this is a mutual partnership, so both organizations should be getting something from it.

Once an agreement has been made, keep clear communication as the event approaches. Monthly, weekly, and daily phone calls, emails, and/or meetings should be arranged to make sure all tasks are completed and everyone is on the same page.

Once the event is over, make sure you thank your partner and keep the door open for future partnership opportunities (if all goes well!).