



webinar | march 14 @ 12pm

Are you ready to (third) party?

how to make the most of your next partnership



Jenny Banner
SmallBox

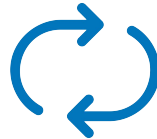


Kirsten Eamon-Shine
Early Learning Indiana

Logistics



Questions &
Comments



Playback



Email survey
follow-up

Your Conversation Guides

Kirsten Eamon-Shine

- Director of Statewide Communications & Engagement, Early Learning Indiana
- Communications & marketing for nonprofits for 15+ years internally
- Independent consultant

Jenny Banner

- CEO, SmallBox
- Internal human resources professional 10+ years
- Professional & independent consultant 5+ years
- Nonprofit board leadership, committee, and volunteer member

SmallBox History

- Founded in 2006
- Creative agency located in Indianapolis, IN
- Goal: Work exclusively with nonprofit organizations!
- Services
 - Strategy + Planning
 - Brand Identity
 - Website Design

Agenda

- What to think about before looking for a vendor
- How to find the right vendor
- How to be a good partner
 - Agency ideas
 - Nonprofit ideas
- Planning a successful launch

A dark blue silhouette of a mountain range with jagged peaks, set against a lighter blue background. The mountains are centered horizontally and partially obscured by the text.

Before the Project

What to think about before looking for a vendor.

Success Factors

- 1 Timeline
- 2 Team
- 3 Buy-in
- 4 Deliverables

Begin Better

“

The beginning
is the most
important part
of the work.

– Plato

Timeline

- Deadlines are critical!
- Connect project launch with a milestone event (ex. Event, milestone anniversary)
- Don't start a project without an end date

Team

- Who will work on this project from the nonprofit?
- Identify the project as a priority
- Who else is involved in the decision?
- Identify roles in the project

Buy In

- Who is driving this project and at what level are they in the organization?
 - CEO or ED
 - Board
 - VP, Director, Etc.
- What is the budget?

Deliverables

- What products or process deliverables will be created?
- What goals and audiences do you have for each deliverable?

A dark blue silhouette of a mountain range with jagged peaks and some rocky outcrops, set against a lighter blue background. The silhouette is centered horizontally and serves as a backdrop for the main text.

Getting it Right

How to find the right vendor.

Success Factors

- 1 Use your network
- 2 Review their work
- 3 Hire well, so you don't have to fire down the road

Hire Better

“

If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, we shall become a company of giants.

– David Ogilvy

Use Your Network

- Talk with your network about who they have worked with or want to work with
- Share the kind of project and impact
- Don't just get names—find out why they love them

Review Their Work

- Review their previous work
- Consider what is unique about what they provide
- Find out about their process if possible

Hire Well

(or you'll have to fire)

- One approach: Start with a small project
- Vet Deeply: recommendations, process information
- Meet the actual project team
 - Sales v. Team

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Positive Partnering

Being a good project partner from both sides.

Create a True Partnership

- 1 Agency perspective
- 2 Nonprofit Perspective

Team Better

“

Great things in
business are never
done by one person;
they're done by a
team of people.

– Steve Jobs

Agency Perspective...

- Schedules touchpoints
- Creates a project plan
- Identifies possible challenges early
- Proactively communicates timeline and scope shift
- Co-creates as much as possible

Warning Signs

- Stops communicating
- Misses deadlines
- Reactionary before proactive
- **Call out the behavior!**

Nonprofit Perspective

- Process clarity: who is reviewing & approving from your team
- Timeline clarity (build in buffer!)
- Be direct, honest, and present

Nonprofit Perspective

- Be responsible for scope and timeline
- Be open to learning from one another
- Own your piece of the project



Launch

How to plan a successful rollout.

Work Your Plan

- 1 Planning with your vendor
- 2 Internal launch
- 3 External launch
- 4 Evaluate & measure success

Share Better

“

If you can't
measure it, you
can't manage it.

– Peter Drucker

How Will Your Partner Help?

- Plan with the end in mind
- Referrals and contacts
- Where does the contract end?
- Plan the pass off

Internal Launch

- Create internal fans
- Let your organization's team know how this effort benefits their goals
- Celebrate successes, learn from challenges

External Launch

- Run the play
- Check in on your roll-out early and share results with your vendor and team
- Iterate as you see fit
- Share your results with your network

Evaluate & Measure Success

- Assess how the project team approached the work
- Monitor your project goals
- Find areas for tinkering
- Share your success with funders!

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Ask Us Questions

jennybanner@smallbox.com or kirstens@earlylearningindiana.org