

# COMMUNITY ENGAGEMENT

**HOW TO PREPARE YOUR ORGANIZATION FOR PROGRESSIVE  
PARTNERSHIP**

# Introduction to partnerships

- ▶ Organizational partnership refers to the collaboration between two or more organizations with common goals that commit to work together and share resources.
- ▶ “ Partnerships is deliberate process of identifying organizations or institutions with which you can work towards achieving a particular goal ” Nafula Wafula
- ▶ “ Partnerships can be two or more organizations and they can also be as big as networks, consortiums, coalitions, movements ” Nafula Wafula
- ▶ Partnership for the goals is Sustainable Development Goal 17
- ▶ Other than capacity building, partnership is our key strategy in achieving our organization vision of sustainable social development in sub-Saharan Africa.
- ▶ Partnerships enable access to greater audience, opportunities, knowledge, experience, and expansion of our networks.

# Importance of partnerships

- ▶ More effective in realizing intended outcomes as “each party is working based on their core strength. “ Nafula Wafula
- ▶ Teaming up enhances accountability “ Donors are angling more towards funding innovative partnerships than individual organizations. “ Nafula Wafula
- ▶ Stronger campaigns because of collective voices
- ▶ “ Partnerships also increase our reach, profile and visibility. “ Nafula Wafula
- ▶ It reduces cost and duplication of efforts because we focus on what we are best at as an organizations.

# Elements of pro partnerships

## ▶ Partnership commitment

Is demonstrated through documentation to describe the partnership including the shared vision, leadership and management structures and practices. Have an MoU, this can be basic.

## ▶ Partnership mutuality trust

There has to be satisfaction founded on full clarity and willingness to contribute to/participate in joint activities

## ▶ Partnership outcome

It has to be win- win for partner organizations. The success has to be shared

## ▶ Ownership & Visibility

All parties should own it and be seen in it

# Some reflags of unproductive partnerships

- ▶ Poor Communication without valid explanations e.g. short notices
- ▶ No documentation or reluctance to create one
- ▶ Lack of shared interest such as unaligned Mission and Vision of the project
- ▶ Vague Answers instead of offering clarity
- ▶ Inconsistency & inflexibility to be accommodate other partners
- ▶ Lack of clarity on deliverables

# How organizations can prepare themselves for progressive partnerships

## **Have proper organization systems**

Includes Strategic plan, work plans, communication systems, Standard Operating Procedures, financial Management system, Operation templates etc.

## **Have proper organization structure**

Formalization/Registration, decision making levels, departmentation etc.

## **Carve your identity**

What is your value addition in the partnership, this is what you will negotiate with?

## **Capacity building**

To ground your organization

# Partnership Challenges/Solutions of startup organizations

## Challenge

“ power Dynamics in partnerships are severely skewed; actions are often attributed to the larger organizations even when they are really a partnership effort. “ Nafula Wafula

## Solution

- ▶ “ Smaller organizations own their role and their successes and communicate effectively to ensure they and their efforts are not rendered invisible” Nafula Wafula
- ▶ “ larger organizations should ensure that they credit and highlight the smaller members in the partnership and acknowledge their efforts. “ Nafula Wafula

# Cont...

## ► Challenge

Misplaced partnerships; they are inappropriate, be cautious to be swayed by sugar coated opportunities that destruct you from your course

## ► Solution

Have clear mission and vision. Preferably have a strategic plan that you align with for partnerships



# Contacts

Email: [info@ubuntudevelopment.co.ke](mailto:info@ubuntudevelopment.co.ke)

Phone: +254713022021

Whatsapp: +254713022021

Website: [www.ubuntudevelopment.co.ke](http://www.ubuntudevelopment.co.ke)

All social Media Handles: Ubuntu Development Solution

Office location: 05 Lange Lange Court- Kilimani road

