

# Tips on How to Form Strategic Alliances with Like-Minded Organizations

---

Let's face it — most CNVC trainers and NVC teams/organizations struggle with finding the finances needed to promote their event, or to pay for event coordination costs. At the same time, passionate volunteers and trainers around the world continue to put on events and trainings that are attended by hundreds of participants. The truth is, it doesn't take thousands of dollars in advertising or full color brochures to bring people in the door. Surveys conducted with many NVC groups around the United States prove that grassroots promotion is perhaps the most effective method. One specific strategy teams use successfully is forming strategic alliances with like-minded organizations. Whether a formal sponsorship is created or not, these alliances result in free cross-promotion opportunities that reach a substantial number of potential participants.

## **TIP #1: DEFINE “LIKE-MINDED”.**

- Consider the mission of your organization, or the values of NVC. Seek out organizations whose mission aligns with that of your organization. Organizations will be more likely to support a like-minded organization than one that pursues a much different mission.
- If you're struggling to identify such organizations in your community, start by looking on the Target Audiences sheet in the Promotion Toolkit. This sheet lists a variety of audience groups that typically attend NVC trainings and events. From this list, do a search on the internet (i.e., a search for counselors, mediators, peace groups, etc.). Once you find a few organizations, research one or two further. Stick with those that have established communities, audiences, and communication or promotion systems that reach large audiences.
- **EXAMPLES:** Large alternative churches, community radio stations, universities, counseling or mediation professional organizations, major peace groups, etc.

## **TIP #2: START WITH DIE-HARD SUPPORTERS.**

- Begin by asking past sponsors or partners if they'd enjoy supporting your promotion efforts again.
- Before approaching groups who've never heard of your organization or NVC, consider starting with organizations that have already expressed their support (whether in terms of past attendance to an event, or verbal gratitude for your organization/NVC).

## **TIP #3: REMEMBER THE OBVIOUS.**

- It isn't always necessary to create new methods of promotion in your partnership. Instead, ask to utilize existing communication and promotion systems that the organization already has in place — this helps them know that the sponsorship will run smoothly and easily for them.
- Ask your sponsoring organization: (1) if they have a staff or customer newsletter where you can publish a free article, advertisement and/or event listing with a reference to their sponsorship; (2) If you can post your events on their website (on an event listing or community calendar); (3) If they publish a trade journal or magazine where they could publish an article on NVC; (4) any other methods they have in place to reach their customers and staff.

## **TIP #4: CONSIDER BOOK/BOOKLET GIVEAWAYS.**

- Discuss with your partner organization if you can create a group rate for their employees to attend your upcoming training. In turn, ask the organization to promote the training as a program management supports.
- Discuss with your partner organization the possibility of providing a free subject-specific booklet or book to all employees who attend your event (booklets can be provided to you free of charge by PuddleDancer Press).