

What is collaboration?

The act of working together and combining forces to produce something that is bigger and better than a single person or organization could do alone.

collaboration.

Adapted from Bowling Green University - Office of Campus Involvement

STEPS to COLLABORATING

1. Do your research.

- * Are there groups you have heard of who might like to collaborate with your organization? What organizations have a similar mission or purpose? What organizations would have a mutual interest in your organization's event?
- * Check out the Student Organization webpage's to find out more information about other organizations.
(<http://secureapp.netclubmgr.com/ICS/CM/V2/Student/Index.aspx?uid=unnotx>)
- * Your own members might be members of other student organizations, so find out if their other organizations might be interested in joining forces.

2. Establish your collaboration clearly.

- * How involved will the organization be? If they are sponsoring by giving money, make sure you are using it in the way specified by them, if any. If they want to be fairly involved (most will), make sure to include them in all meetings and discussions about the event or program. Collaboration is usually more than giving money, it is about working together to achieve a common goal.
- * Do they have enough money in their account to co-sponsor your organization? Make sure that they will follow through before you get too far in the planning. This might require speaking with the treasurer.

3. Plan the event with the collaborating organization in mind.

- * How will you print their name on promotional material?
- * Will they come to your meetings?
- * How will you recognize your collaborating partner(s) at the event or program?

4. After the event/program

- * Make sure that the collaborating partner(s) is appreciated, perhaps by sending a thank you card.
- * Keep that group in mind for future collaborations.
- * Communicate with them on a regular basis to continue the relationship. You never know when your organization might be able to return the favor with a possible collaboration effort.

Things that need to be shared in a partnership:

1. Sense of purpose
2. Respect for the contribution of each other
3. Trust in the integrity of each other
4. Willingness to compromise

Contributions of Collaboration:

1. Build-up of human resource effort
2. Credibility affirmed through willingness to affiliate
3. Sharing of financial resources and responsibilities
4. Merging of partner marketing capability and clientele base.
5. Access to expanded expertise of each partner
6. Goodwill nurtured through cooperation
7. Creation of a critical mass of potential participants in the activity.
8. Potential of future endeavors if collaboration proves successful

Questions?
Visit the Student
Activities Office
(Union 320) or call
940.565.3807