

Benefits of Partnerships

Sharing responsibility

Partnerships bring the benefit of “economy of scale” with the sharing of both responsibility and funding requirements.

Credibility

The addition of civic organizations brings increased credibility. The public perceives the program has more merit if it goes beyond the POTW. Credibility in the eyes of the public translates to believability, which has to be present to motivate a change in behavior.

More resources and expanded audience

The involvement of other groups in a project often brings greater resources to the table. For instance, the organization might have a fax or Web site capability to reach its constituents in promoting a seminar or other event. And members of the organization immediately become an additional audience for the project.

List of Potential Partners

Partnerships are a key component to public education campaigns. Undoubtedly you have a limited amount of time, resources and money to conduct your public education campaign. Designating and pairing with community partners can help you create and implement your program.

Other water facility owners: This may be one of the best partnerships available. Other POTWs in your area may be able to offer you advice or assistance. Look into the possibility of joining forces to pool time and resources for a campaign.

Special interest groups: Some of these groups may only develop one event a year, and some may be year-round nonprofit organizations. Focus on organizations that specialize in water quality or home safety issues.

Environmental organizations: These groups may be local chapters of national organizations. They already are familiar with these types of issues. Be cautious and thoughtful in your selection of these organizations to assure they are a fit with your campaign or issue.

Local nurseries: These are an obvious choice because they attract such a large group of the primary target audience for your public education campaign.

Master Gardeners: The University of California Master Gardener program provides information, expertise and educational opportunities about home gardening to community residents. The program is sponsored by the University of California Cooperative Extension. Master Gardeners are volunteers trained in vegetable gardening, small-scale fruit production and general home horticulture. Part of their education is an agree-

ment to give back to the community once they have become a Master Gardener.

Retail outlets: There are a number of partnership opportunities available when working with a retail establishment. A few of these opportunities are explored in more depth in this section of the workbook.

Veterinary clinics and offices: The use of flea and tick insecticides for control of pests in the home is another category of pesticide use. Most veterinary offices sell these products.

Pet superstores: This potential partner is beneficial for the same reason as the vet clinics and offices. Pet care products are also sold in these types of establishments.

Garden Associations and Societies

Note: These names and addresses were valid as of mid-1998. You can check DPR's H₂O Home to Ocean Web site at www.cdpr.ca.gov/docs/h2o for updated links to these and other sites.

The Internet can also point you to garden clubs in your area. Good sources of information on local and state organizations and their activities include:

National Council of State Garden Clubs
www.gardenclub.org

National Gardening Association
www2.garden.org/nga

The Bay Area Gardener
www.gardens.com

Digitalseed: A Southern California Gardening Resource
www.digitalseed.com

California Association of Nurserymen (C.A.N.)
3947 Lennane Drive, Suite 150
Sacramento, CA 95834
Phone: (916) 928-3900
Fax: (916) 567-0505
E-mail: can@earthlinknet.com
www.can-online.org

California Native Plant Society
1722 J Street, Suite 17
Sacramento, CA 95814
Phone: (916) 447-2677
Fax: (916) 447-2727
www.calpoly.edu/~dchippin/society.html

American Horticultural Society
Headquarters is located at River Farm in Alexandria, VA
Linda Hallman, President/CEO
Phone: (703) 768-5700
Fax: (703) 768-8700

Mary Ann Patterson, Director of Marketing and Public Programs
Phone: (703) 777-7931 ext.21
E-mail: Mpatterson@ahs.com

American Rose Society
8877 Jefferson Paige Road
Shreveport, LA 71119-8817
Mike Kromer, Executive Director

San Joaquin Valley Rose Society, Inc.
Sheila O'Donnell Nicol, President
www.geocities.com/RainForest/2548

The American Society for Horticultural Science

600 Cameron Street
Alexandria, VA 22314-2562
Phone: (703) 836-4606
Fax: (703) 836-2024
www.asha.org

John W. Kelly, President

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Exec. Mgmt. Team/Director, Meetings
and Educ. Programs (ext 308)

Lisa Preston,
Exec. Mgmt. Team/Director of
Membership and Marketing (ext 309)

National Gardening Association

180 Flynn Avenue
Burlington, VT 05401
Phone: (802) 863-1308
Fax: (802) 863-5962
www2.garden.org/nga

First Steps to Creating Partnerships

Think in terms of the programs you would produce with a partner's help. Once you have potential programs in mind, then determine what businesses or organizations are most appropriate to contact. Is your program small and most effective at a grass-roots level? Perhaps your best partner is a local society, neighborhood coalition, or local retailer. Are you looking to partner with a "big name" operator to lend credibility and visibility to your program? Look at national chains that offer the types of programs you're hoping to develop.

Now that you have a program and partner in mind, organize your ideas on paper. Create a list of all possible

program elements. Often, your first thoughts will evolve into new ideas once you talk to potential partners. Make a list of responsibilities for the program you have in mind. Determine how responsibilities will be shared between you and your partner. This will assist in approaching potential partners because you will have a clear idea of their role.

Then do your homework on companies you'll approach. Find out if they do similar programs or projects. See if they are the involved in community relations and education projects that may offer you an opportunity to join their current efforts.

Approaching Potential Partners

Put your proposal in writing. If the target organization has a marketing person or public relations agency, make them the initial contact.



When drafting a proposal, answer the following questions:

Why did you choose this organization as a potential partner?

How will the partner benefit by participating in the program?

What will they have to do and how much will it cost?

Why should they be interested in working with you?

What time frame are you proposing?

When will you follow up with a personal call to determine interest?

Ideas for Partnership Programs

Civic Group Promotions

These partnership programs pair you with other community interest groups and increase visibility of pesticide issues and the impact on water quality. Ideal target groups could include garden societies, ecology foundations, nonprofit organizations, or environmental clubs. Each group will bring a new opportunity for promotion of your pesticide public education campaign.

Examples of possible promotions might include:

- A local environmental club takes one weekend every year when volunteers clean up debris from streams and rivers. Offer to partner with this group to help publicize the event. Offer to use their flyer as bill inserts, or include their promotional items in your booth at a local environmental fair. In return, ask to hold an educational forum on pesticide pollutants in the water system during their weekend festivities.
- The local rose society holds an annual special flower show and conference. Thousands of people show up for this weekend event that combines flower displays, product demonstrations and educational classes. You could ask to

have a special display area at the show to provide information about pesticide use and IPM. Hold an hourly promotion where you devote a few minutes to a different presentation on pesticide safety and IPM.

The possibilities for co-promotions between your agency and civic groups are only limited by your imagination. If you aren't really certain about how you could work with local groups, approach officers of the club or organization and tell them briefly about what you're doing. Ask if they see any opportunities for you to get involved with what they're doing.

Evaluation of Method

Pros: These types of projects not only increase the visibility of your public education campaign, but they also strengthen your image as a good community partner.

Cons: There is a time commitment in locating potential partners and planning the promotion itself. Depending upon the level of sophistication of the promotion, there may also be a significant amount of money involved.

Garden Education Series

Outside the retail environment, there are a variety of opportunities. An ideal partnership promotion would create a garden education series that could highlight the various aspects of your public education campaign. Partners who could join in this promotion include:

- Community colleges or universities
- University extension programs
- Master gardener programs
- Learning centers or exchanges
- Local garden projects or parks
- Recreation and parks districts
- Adult education facilities

This garden education series would be a combination of three or more presentations that focus on gardening issues. Classes could be short but informative opportunities for both prepared information and questions from the audience. Partner with other presenters if you don't feel comfortable doing multiple presentations.



The Central Contra Costa Sanitary District has developed a manual, "How to Implement an IPM Partnership With Stores." This guide offers valuable insights and advice for districts that want to develop partnership programs with retailers and nursery operations. Based on the district's own programs (see case study in the Appendix), the guide discusses how to select retail partners, train their salespeople, coordinate the use of displays and educational materials, and other details.

**To obtain a copy of the guide, contact:
Tim Tullis
Central Contra Costa Sanitary District
5019 Imhoff Place
Martinez, CA 94553-4392
or call (925) 229-7329**

Evaluation of Method

Pros: Creating your own garden education series gives you the chance to develop the themes and direction of the presentations. By working with organizations such as the ones listed above, you are acting as a community resource. You also gain more visibility for your program.

Cons: The time it takes to create these types of presentations, to find and train speakers, and to search for locations to hold the series could be prohibitive.

Maintaining Successful Partnerships

The most successful partnerships incorporate clear communication and well-defined roles. When partners agree to participate in a specific project, hold a meeting to make sure everyone starts out “on the same page.” At this meeting, compare each organization’s goals and objectives to determine if there is any conflict or miscommunication. Roles should be defined in advance so all representatives know their responsibilities. For instance, if printing becomes the responsibility of one organization, determine if anyone else will be involved in the process for quality control purposes. Tasks such as writing, printing, distribution, reporting and overall team leadership should be assigned.

At every conference call or meeting, someone should record and distribute the agreements made. This might seem a hardship, but it will help keep everyone on track and eliminate misinterpretation.

Elements of the partnership project should be outlined in a detailed timeline/working document that shows all activities, responsibilities and deadlines. Then make sure the approval process for all creative aspects is formalized so that copy and design concepts are routed to the correct representatives.

Partnerships founded on common goals and objectives with clear, consistent communications among participants extend value and reach without jeopardizing quality and results.