



Marta Brockmeyer, Ph.D.

Project Pointers

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The next few months bring an unusually diverse mix of projects, events and clients. For example, I am particularly looking forward to The Greater Cincinnati Foundation's Lunch with the President this month. I will be joining two nonprofits in discussing strategic partnership and merger experiences with donors and foundation staff. This event offers an opportunity to focus on the benefits of partnerships, one of my favorite topics.

I realized recently that I don't talk enough about the benefits of *my partnerships*. I tend to focus on client successes instead of acknowledging the incredible support that flows from my core group of experts, a team that has taken years to gather. These independent professionals, referred with an eye toward personalities and culture, quickly apply their skills to organizational challenges. And if I don't know the right resource, I will say so - a bad suggestion is worse than none.

My Partners

Each person on my virtual team is outstanding individually. Together they provide a unique powerhouse of competence and experience. I will soon be adding a new page to my website (www.MartaBrockmeyer.com) that highlights these various services and skills. In the meantime, please know that I can help you access people who are experts in the following:

- Development and grant writing
- Strategic communications and public relations
- Forecasting and sustainability
- Human resource and career services
- Research and evaluation
- Graphic design
- Administrative services
- Curriculum design
- Coaching
- Website design
- Project management

- **And even candies that can be customized for gifts or events**

These are just a few of the types of resources available to you. I work with nonprofit attorneys, colleagues who are experts in designing and implementing various clinical programs, and oh so many others. And, I may be able to suggest alternate facilitators if I am unavailable for a requested meeting date. Please ask!

Partnerships and Sustainability

I enjoy providing just the right person because, ultimately, it contributes to your organization's financial health. Sustainability, or the ability to generate needed resources without compromising future needs and income, requires affiliations. During the last eighteen months, the partnership conversation has frequently shifted from merger components to an analysis of viability. As addressed in the last newsletter, it may be too late for some nonprofits to even consider a formal affiliation.

But one thing is certain - the health of each agency's partnerships is a key predictor of resilience and future success. Rarely can an individual agency function alone to address large community issues. Funders prefer, and often require, healthy existing partnerships before considering a request for funding.

Doing the right thing pays off. Nonprofit partnerships bring diversified, funded services for clients. In addition, any improved delivery of services is usually more efficient and cost effective. These changes may lead to new markets that further support stability. Certainly, additional opportunities for marketing and public relations will flow, especially if they involve corporate sponsorships.

Keep asking how your organization can be a more attractive partner, one that contributes to the sustainability of everyone involved. As always, make an effort to evaluate and promote your partnerships. Share outcomes and news of your collaboration, letting others know your collective impact on the community. Partnerships can improve nonprofit cultures, opportunities for staff, options for clients - and certainly the bottom line.

To Spring!

Best,



Client Spotlight

As President and CEO of Big Brothers Big Sisters of Greater Cincinnati, Kathy List sees how mentoring changes lives. She sees children who want to succeed, parents who want to help, and a community that demands answers to our

greatest concerns regarding our youth. There are children in our community who face daily challenges of truancy, poor academic performance, drug abuse, juvenile crime and teen pregnancy. Big Brothers Big Sisters is an investment in a child's life to offer the social and emotional skills necessary to successfully navigate the world around them and provide positive community results.

Big Brothers Big Sisters serves 1,300 children annually from an eleven-county Tri-State area by providing one-on-one volunteer mentors to help them stay in school and out of trouble. A recent partnership with Boys & Girls Clubs is a winning solution for both agencies by providing safe and vibrant club locations for volunteer Big Brothers Big Sisters to meet for weekly visits.

Additionally, targeted service to children with incarcerated parents is helping to drastically reduce juvenile crime involvement among this extremely at-risk population. Kathy reminds us that for just an hour or two a week, a volunteer mentor can positively impact the trajectory of a child's life.

Workshop Announcements

Project Management Workshop

Marta's popular Successful Project Management workshop will be offered twice this year:

**Thursday, March 21 from 9:00 a.m. - 12:00 p.m.
and Tuesday, September 24 from 9:00 a.m. - 12:00 p.m.**

**Register online at: [Workshop Registration](#)
at The Health Foundation of Greater Cincinnati
3805 Edwards Road, Suite 500, Cincinnati, OH 45209**

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