

Developing Partnerships as a Key to Sustainability

Katie Brandon

Executive Director, Pasadena Village

Village Movement California's Annual Convening, June 2021



Learning Objectives

- Why business partners might be a great income source for your Village
- Ways you can cultivate business sponsor partners
- How to align with marketing goals of local companies
- Practical tips to get your new initiatives going right away
- Learn from fellow Village fundraisers



Business Partners can...

- Bring in funds
- Reach new audiences
- Raise awareness of the Village movement
- And...



Diversify Your Funding Base

INCOME SOURCES

Other income

1.7% \$3,599

Membership Dues

31.2% \$64,851

Business Partners

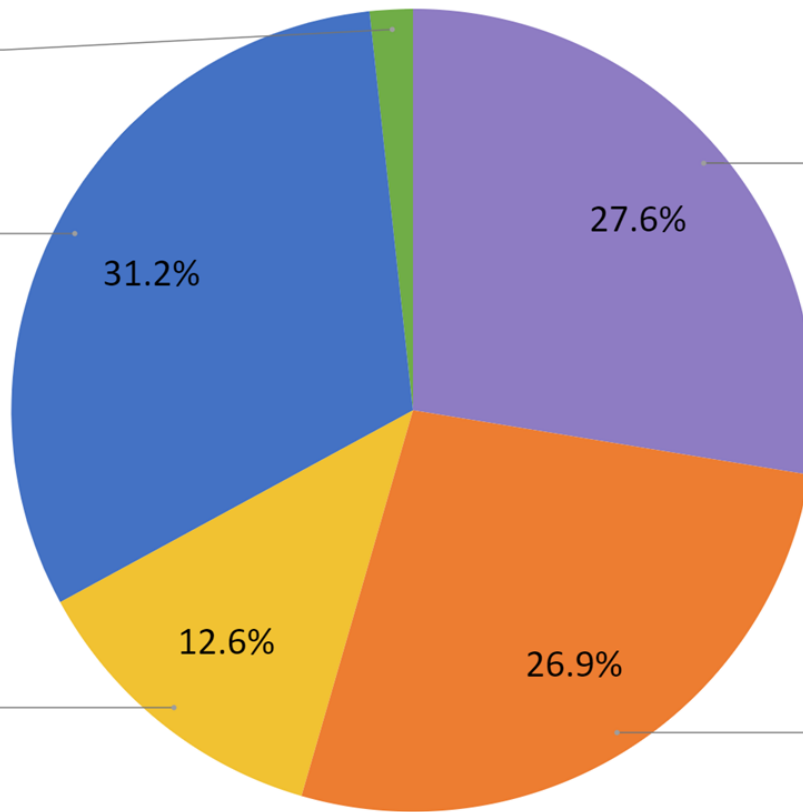
12.6% \$26,172

Individual Donors

\$57,305 27.6%

Foundations

\$55,923 26.9%



Build a Team

Decide what you can offer



Craft your materials

Identify your prospects

Cultivate!

Thank

Renew

Build a team

- Cultivators
- Tracking/reporting
- Designer
- Editors
- Writers



What can you offer?

- Listings
- Logo placement
- Links to their website
- Opportunities to meet their target audience
- Opportunities to speak to their target audience
- Social media posts
- Ads

Pasadena Village invites you to a free interactive program!



The Red Planet: Mars Exploration & Landing Presentation

Thursday, May 13, 1:30 pm

SPONSORED BY

CLIFFORD  SWAN
INVESTMENT COUNSELORS

Pasadena Village's Educational Programs Committee and "Science Monday" Group invites you to join Louis Friedman, director emeritus of Pasadena's Planetary Society, who will give a Zoom presentation that starts with the general history of Mars exploration and concludes with the latest historic landing on February 18, 2021. He will also include information about the efforts of the Chinese and the United Arab Emirates to reach and explore the planet most like Earth in our solar system. Free.



Register at www.pasadenavillage.org/SpecialEvents

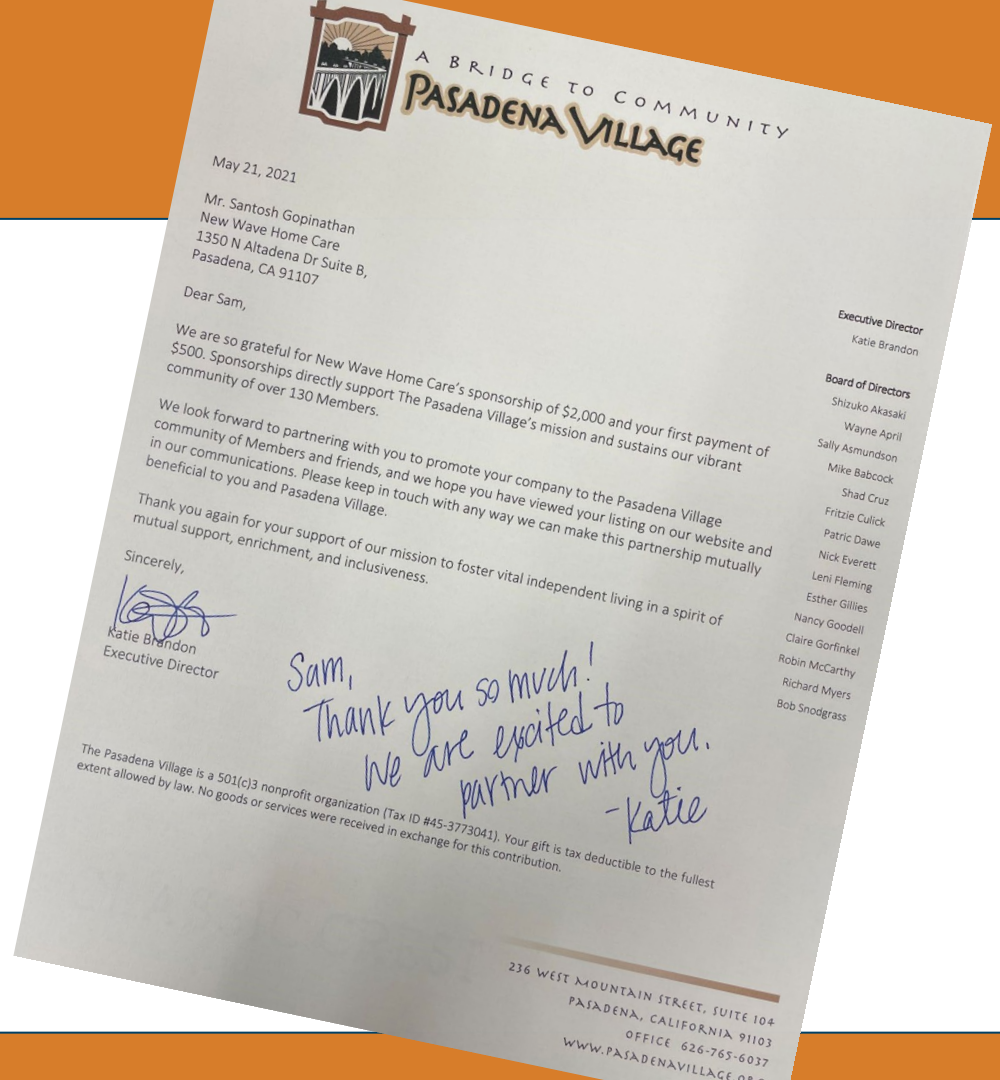
About Pasadena Village

The Pasadena Village is an intentional community of adults over 55 who live independently in their own homes. Over 130 Members (and growing) engage in a robust calendar of discussion groups and educational programming. The 501(c)3 nonprofit offers new friendships and meaningful experiences along with ways to support each other and contribute to the wider community. To learn more, visit www.pasadenavillage.org.

236 W. Mountain Ave, Suite 104, Pasadena, CA 91103
626 765 6037 / info@pasadenavillage.org / www.pasadenavillage.org

Craft Your Materials

- PDF of materials
- Catchy email
- Way to pay!
- Thank you letter
- Printed brochure?
- Webpage





Annual Partner Program 2021

Pasadena Village is a vibrant nonprofit organization that connects members with each other and with the resources we need to **stay active, independent and fulfilled**. The COVID pandemic has increased the importance of Pasadena Village. Through our established networks we offer solutions to reduce isolation and loneliness during periods of physical distancing and beyond. We have the capacity to mobilize volunteers, to use technology as a tool for connections, and to provide support in managing emotions and navigating risks during this public health crisis.

Pasadena Village and the Village Movement

Founded in 2011, today Pasadena Village has 140 members who have joined together to help each other navigate the challenges and opportunities of aging. Pasadena Village is part of a national movement that seeks to redefine the way we age. Through our membership in Village Movement California we advocate for innovative, community-based solutions to improve quality of life and expand choices at all stages of aging, empowering older adults to sustain independence through community and remain in charge of their lives as they age.

Pasadena Village Partnerships

By the end of this decade 1 in 5 Americans will be 65 or older; in Pasadena, the percentage will be even higher. The majority of these older adults want to remain here, in their own homes, in a community that is familiar to them. Incorporating older adults into the life of the community benefits all of us, including the business community.

The business community of Pasadena benefits when older adults are able to meet the challenges and opportunities of aging in the place they call home. Older adults are consumers, volunteers, and voters. They are invested in their community, appreciative of the resources it offers. By making use of the support and education provided by Pasadena Village our members are able to make informed decisions about their health, housing, and finances. They face the future with increased confidence and are able to remain in better health, delaying unwanted moves and preserving valuable resources.

Business partners can invest in the Pasadena Village by sponsoring Pasadena Village educational programs, social and cultural activities, and furthering our mission. When you become a Village Partner, we will keep you informed about the needs of older adults in our community, and about local and state-wide initiatives that impact older adults. We will publicize your support on our website and publications and at our meetings to assure our members, partners, and supporters are aware of your contribution to the well-being of older adults in our community.

Become a Partner!

Please see the attached sponsor benefits and form detailing how you and your business can join with Pasadena Village as we redefine aging. Thank you very much for your consideration. Please let us know if you have questions or comments.

Pasadena Village, 236 W. Mountain Ave., Suite 104, Pasadena, CA 91101
Katie Brandon 626 765 6093 katie@pasadenavillage.org

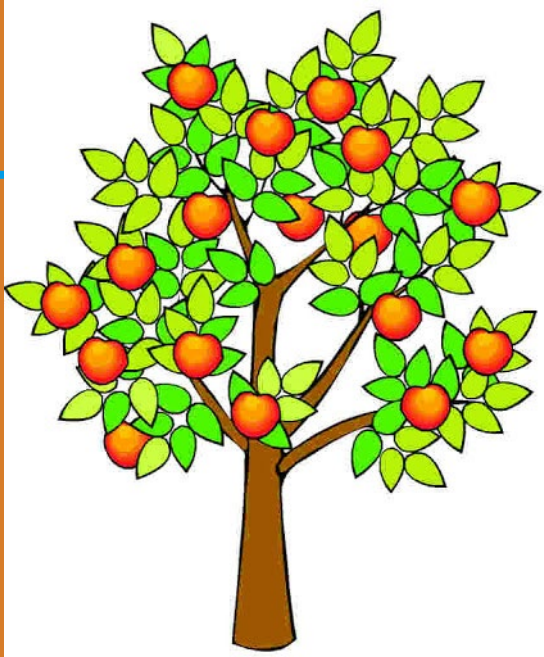


Pasadena Village Annual Partner Program 2021

Your contribution helps older adults thrive in our community.

With gratitude, we offer these BENEFITS

	COLORADO Title Partner \$5,000	ORANGE GROVE \$2,000	FAIR OAKS \$1,000	LOS ROBLES \$500
Publicity				
• Listing as our Partner on Pasadena Village home page (500 visitors monthly)	✓	✓	✓	✓
• Listing in Pasadena Village monthly e-newsletter (1,800)	✓	✓	✓	✓
Public Relations				
• Press Release and Social Media Toolkit announcing partnership with Pasadena Village	✓	✓	✓	Social Media Toolkit only
Program Sponsorship				
• Educational Program Sponsor, including branding and podium introduction or panel participation (10-50 participants each, during COVID)	Three-event series	Two events	One event	
• Neighborhood Group Sponsor	✓	✓	✓	
• Affinity Group Sponsor	✓	✓		
Exclusive ZOOM Sponsor				
• Recognition on host screen for all Zoom meetings	Leadership Partner (1 only)			



Identify strong leads

Members

Volunteers

Businesses that have reached out to you

Businesses that have presented at your Village

Businesses who serve your Village

Businesses that want to reach the audience you can provide!

Targeting businesses

ORANGE GROVE PARTNERS

HALL CAPITAL



Lagerlof
LAW FIRM



FAIR OAKS PARTNERS



Gamble Jones
INVESTMENT COUNSEL

Tyson & Ipswitch,
Lawyers

Finance

Real Estate

Legal

Senior Living

Cultivating Partners - How many touches?

1. Initial call
2. Email introducing the program
3. Follow up call
4. Thank you call
5. Email Thank You and ask for logo
6. Thank you letter
7. Contact to connect with the right people
- 8-20. Add all of them to your mailing list so they see their listings! (+++)
21. Email to confirm logo/listing/links/etc
- 22-24. Contact about program-specific sponsorship (+++)
25. Forward e-newsletter (or screen shot/photo/link of other collateral)
26. Send post-event wrap up
27. Another thank you?
- 28+. Now is time to ask for renewal

Take it to the next level

- Continue to remind them of the value of the partnership
- Over deliver
- Prepare for the renewal
- Keep cultivating to upgrade
- Use partners as leverage
- Revise benefits as needed
- Share the new benefits





And...
thank them
often!

Thank you!

Keep in touch

Katie Brandon
Executive Director
Pasadena Village

626 765 6093

katie@pasadenavillage.org

www.linkedin.com/in/katie-brandon-92947112/

www.pasadenavillage.org

