

FORT WORTH ISD

Community & Strategic PARTNERSHIPS

Gratitude • Recognition • Cultivation

You can never say thank-you too often. Be sure to express gratitude to Campus Partners each and every time a partner provides assistance to your campus. It does not have to be a grand gesture. A simple handwritten note of heartfelt appreciation is often the most meaningful way to say thank-you, especially when written by a student.

Also, remember that a strong partnership is built on a reciprocal relationship. It's a two-way street. It's easy to think of the many ways a partner can support the school, but you also need to consider how the school can support the partner. Following are some suggestions for expressing gratitude to your campus partners, recognizing their contributions, and cultivating a strong, long-term relationship.

Gratitude

- Send thoughtfully prepared thank-you cards and letters – and do so promptly!
- Deliver a large banner, thank-you card, or student artwork to post at the partner's worksite.
- Present partners with appreciation tokens such as a framed certificate, a trophy, or a student art project.

Recognition

- Provide visibility for your partners. List or include their logos on your campus website. Share "good news" stories about activities and recognize partners in the school newsletter, on the marquee and on your campus Facebook page.
- Plan a special recognition ceremony for partners at your campus, or incorporate it into another event.
- Notify the Department of Community and Strategic Partnerships of contributions or partnership activities so we can prepare a news release and recognize your campus partners on the District website. Include photos.

Cultivation

- Be responsive to partners. Return phone calls and answer emails promptly and graciously.
- Meet on a regular basis and develop plans for the partners' involvement across the school year.
- Include partners on the school's electronic mailing list to keep them informed of school news and events.
- Encourage partners to be an active member of the Site-Based Decision Making Committee.
- Send greeting cards on special holidays or birthdays.
- Invite partners to visit your school for programs and events such as field day, athletic events, enrichment activities or math/literacy nights. Invite partners to be a guest speaker at a PTA/PTO meeting.
- Provide a student choral or musical group for entertaining employees at the partner's workplace.
- Provide student artwork for display in the partner's workplace.
- Volunteer to assist partners with community service projects outside the school.
- Invite partners to lunch in the school cafeteria.

Think Creatively!