



PARTNERSHIPS

A partnership is an arrangement between two or more organizations with an articulated purpose as well as clear goals and responsibilities. With the partnership, the parties agree to cooperate to advance their mutual interests and goals.

Organizations may partner to increase the likelihood of each achieving their mission, meet community needs, and to amplify reach.

All volunteers for programs and events must adhere to Lincoln County Library policies, specifically, LCL Volunteers & Community Service and LCL Display policies.

PARTNERSHIP LEVELS & DEFINITIONS

1. Strategic Partnerships

- Through the activities of the partnership both organizations fulfill their mission.
- Strategic Partnerships are critical to the success of a system-wide program or initiative.
- Close mission alignment for each organization. Initiative or program is developed with key input from each organization.
- Relationship is multi-level and reaches across divisions and service areas.
- These partnerships fulfill multiple strategic priorities.
- Programs are developed and/or delivered collaboratively with partner organizations.
- Programs may be delivered in Library or in partner spaces.
- Requires MOU agreement.

2. Collaborator Partnerships

- Through the activities of the partnership, work is done together on a specific project or priority to grow the reach of each organization.
- Collaborator Partnerships are aligned to a specific priority or outcome.
- Use Library space to reach shared community and to meet community needs.
- Includes Presenting Organizations who operate as subject experts in specific areas.
- These partnerships are short term and help achieve a specific goal or outcome.
- Requires Program Agreement.

3. Connector Partnerships.

- Through the activities of the partnership, information and resources are shared.
- Connector Partnerships are "In-the-Network;" always notified and communicated with about relevant area of focus.
- Reciprocal sharing of calendars and information to reach shared audiences.
- May include Outreach Customer sites.



- These partnerships involve organizations working toward the same goals – participation includes collaborative programs and events that have limited outcomes.
- Requires written agreement.

4. Other relationships include:

- Provider/Vendor – A performer, content specialist, speaker, or other individual/group who delivers a compensated or free program for information or entertainment not connected to a specific partner organization. Requires a Program Agreement.
- Presenting Organization - A Connector level partner that uses Library space (indoors or out) to deliver programming to meet community need. Requires a Program Agreement.
- Outreach Customer – Organizations or sites receiving outreach programming from the Library that do not provide program or training support in return.
- Sponsor – Space or program support; benefit received in exchange for support, including name recognition, logo inclusion, tickets/seating, opportunity to address audience or provide branded item.
- Funder - Large-scale investment in program outcomes; may involve multi-year commitment to address systemic change; visibility during the project; typically, a “grant” through a foundation and/or charitable giving arm or organization/corporation.
- Co-Sponsored Event – Library Director approved use of library space, equipment, and/or staffing. Library co-sponsored events must provide a public benefit and align with strategic priorities.

PARTNER PROGRAM AND/OR EVENT OUTLINE

Lincoln County Library requests a minimum of 1 month (6 weeks preferred) lead time before the program dates. This will allow the library time to plan, promote, execute, and evaluate the program.

Phase 1- Planning

During the planning phase, partners and library staff will work through logistics of program, including the following details as applicable: designating a program lead and primary library liaison, identifying total staff time needed for duration of project, reserving the space, securing the presenter (if applicable), listing supplies/tools/materials needed (if applicable), creating a promotion plan, and designing an evaluation plan. Library staff and partners will also develop a compelling description of the partnership for stakeholders, stating how the program advances the library’s mission and strategic goals.

Phase 2- Promotion

Partners and Library staff will work together to create marketing and promotional materials, including print marketing (posters, bookmarks, handouts press release, etc.) and digital



marketing (newsletter, organization websites, social media, etc.). Marketing materials must include an unaltered Lincoln County Library logo.

Lincoln County Library agrees to post all events on its online calendar, on social media sites and website (if applicable). Programs will be promoted on social media sites and website (if applicable). Other methods of promotion (print or digital) will be evaluated on a case-by-case basis. Costs incurred will be negotiated between the partner organization and the Library.

Phase 3- Execution and Evaluation

At least one week leading up to the start of the program, library staff will contact partners by phone or email to work out final details and confirm a timeline for the program, including set-up and clean up times. All planners are expected to attend the program, barring pre-planned absences or unexpected emergencies. During the program, the number of attendees should be tracked, as well as any other pre-defined measurables.

Following the program, evaluation should begin. This will differ depending on the evaluation plan (gathering survey responses, group debrief, reflection journals, etc.). Library staff will report evaluation results and applicable statistics as needed for statewide reporting.

Adopted 11/22



PROGRAM AGREEMENT

Lincoln County Library welcomes programs and guest presentations that reflect the mission and vision of the library. Programs are a means for the public to share experiences, exchange information, and deepen knowledge. The Library does not endorse programs of a political, religious or purely commercial nature. *Thank you for volunteering your time to present a library program.*

Program Name: _____

Date(s): _____ Time(s): _____ Length: _____

Please read the following guidelines for programs and presenters:

- Marketing and Publicity
 - Presenters and Library staff will work together to create marketing and promotional materials.
 - Marketing materials must include an unaltered Lincoln County Library logo.
 - The Library mentions the affiliation of presenters in promotional materials. This does not constitute endorsement, merely acknowledgement.
- Presenters who come to speak about their creative works and musical performers are permitted to sell their work. Authors and artists must conduct their own transactions without assistance from the library staff.
- The library strives to never cancel programs after they have been marketed to the public. If you must cancel, please notify Lincoln County Library a minimum of 7 days prior to the date of the program.
- Programs are offered free of charge and open to the public. Material costs unique to the program must be approved by the Library Director.
- Guest presenters affiliated with a business or corporation will not promote the specific business and/or product as part of the program. Brochures and business cards may be distributed after the program.
- The names, addresses, phone numbers, and email addresses of program participants may not be solicited unless approved by the Library Director prior to the program.
- All volunteers for programs and events must adhere to Lincoln County Library policies, specifically, Partnerships, Volunteers & Community Service, and Display policies.

I have read and agree to abide by the above guidelines.

Signature: _____ Date: _____

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