

City Year / XXXX Partnership Plan

DATE

Includes: Shared Value Worksheet, Partnership Overview, Relationship Map, Activation Calendar

INSERT PARTNER
LOGO HERE



Insert Partnership Overview/ "Elevator Speech" Here

OBJECTIVES	STRATEGIES	TACTICS
Empower employees to have a positive impact on the students and communities COMPANY and City Year serve	<ul style="list-style-type: none"> Find opportunities for COMPANY employees to interact with City Year corps members and students Engage with community leaders, elected officials, and other influencers Encourage COMPANY employees in service and connect them to CY's mission 	<ul style="list-style-type: none"> Team sponsorships in XXX,XXX,XXX & XXX sites Local COMPANY employees attend Opening Day ceremonies and Graduations for COMPANY teams Encourage career opportunities for City Year Corps members COMPANY executives serve on local CY boards Local COMPANY leadership attend CY galas Participate in in-school activities: report card conferencing, morning greeting, etc. Participate in service days at COMPANY funded schools, MLK Day, etc.
Share the partnership story in a powerful and influential way	<ul style="list-style-type: none"> Highlight COMPANY's dedication to XXX through support of City Year math initiative Leverage City Year and COMPANY channels to feature COMPANY employees, corps members and student stories 	<ul style="list-style-type: none"> Host XXX-focused trainings for corps members and demonstrate online XXX learning tools Highlight XXX and XXX training opportunities Highlight COMPANY via City Year events, website, annual report & digital channels Feature City Year on external COMPANY & partner channels Feature City Year partnership at COMPANY stores during 'partner of the month' events Explore potential cause marketing pilot
Infuse COMPANY XXX (expertise/product) to drive work and increase efficiency	<ul style="list-style-type: none"> Encourage the use of XXX in CY service model Position partnership as model to other nonprofits for unique XXX integration 	<ul style="list-style-type: none"> Highlight success stories of COMPANY (expertise/product) supporting City Year objectives via internal & external channels Explore opportunities to make COMPANY (product) part of corps member "uniform" Identify and secure opportunities to present City Year use cases at XXX conferences

Partnership Overview

Highlights	
National Partner Since	DATE
In-Kind Partner Since	DATE
Philanthropic Focus	<p>Youth Empowerment</p> <ul style="list-style-type: none"> • Goal to empower youth around the world to realize their full potential and connect them to opportunities for education, employment, and entrepreneurship <p>Leveraging Technology Employee engagement Humanitarian assistance</p>
Cash Investment	\$XXX,XXX FY15
	\$XXX,XXX FY14
	\$XXX,XXX FY13
In-Kind Investment	\$XX.X million (FYXX- FYXX)
Total Investment	\$XX.X million

Partnership Components	
Math Capacity Initiative	<p>\$XXX,XXX</p> <p>Provides math interventions for over 14,000 students who are off-track or falling off-track in course performance with our online content manager</p>
Team Sponsor Program FY14	<p>Sponsor X teams: \$XXX,XXX</p> <p>Sites: XXX, XXX, XXX</p>
In-Kind Sponsor:	<p>\$XXX,XXX</p> <ul style="list-style-type: none"> • XXX • XXX

City Year Roles & Contacts

**Name***Title*

Senior leadership and partner stewardship

Email

XXX.XXX.XXX

**Name***Title*

Partnership strategy

Email

XXX.XXX.XXX

**Casey Richards****Account Lead***Title*

Partnership management

Email

XXX.XXX.XXX

Partner Roles & Contacts



Name

Title
Role

Email
XXX.XXX.XXX



Name

Title
Role

Email
XXX.XXX.XXX



Casey Richards

Account Lead

Title
Role

Email
XXX.XXX.XXX

City Year Organizational Support

Marketing and Communications

Name, *Title*
Email & Phone

Name, *Title*
Email & Phone

Programs and Services

Name, *Title*
Email & Phone

Name, *Title*
Email & Phone

ADDITIONAL TBD DEPENDING ON PARTNERSHIP

Name, *Title*
Email & Phone

Name, *Title*
Email & Phone

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Name, *Title*
Email & Phone

Name, *Title*
Email & Phone

City Year Site Contacts

Name, *Title*
Email & Phone

Name, *Title*
Email & Phone

City Year Site Contacts

Name, *Title*
Email & Phone

Name, *Title*
Email & Phone

Sample Activation Calendar

Q1: July – September 20XX

Ongoing:

- Partnership calls (every other week)
- Marketing Team calls (monthly)

July:

- City Year Summer Academy July XXth – XXth
- City Year & COMPANY website partner page updates

August

- COMPANY Grant Application Deadline
- Potential Back to School cause marketing pilot

September:

- City Year Opening Days
- COMPANY inclusion in City Year e-newsletter from CEO
- COMPANY Program/Initiative Announcement
 - Social Media support

Q2: October – December 20XX

Ongoing:

- Partnership calls (every other week)
- Marketing Team calls (monthly)

October:

- COMPANY & City Year Technology & Marketing meeting (in person)

December :

- Social Media public thank you to City Year partners/donors for generosity during holiday season
- COMPANY volunteer week (dates TBD)
 - Social media support

Q3: January – March 20XX

Ongoing:

- Partnership calls (every other week)
- Marketing Team calls (monthly)

January :

- Opportunity to serve for MLK Day with local sites

March

- COMPANY partner conference – location TBD
- Partnership feature via blog, newsletter, website, etc.

Q4: April – June 20XX

Ongoing:

- Site dinners and fundraising events
- Partnership calls (every other week)
- Marketing Team calls (monthly)

April:

- TBD

May:

- City Year National Leadership Summit – May XXst – XXnd
 - Twitter updates from summit event
- City Year Graduations