

Interested in expanding your reach & amplifying your message?

Start by cultivating successful partnerships.

Partnerships are crucial to amplifying messaging and expanding the reach of communications and marketing campaigns. Which is why, at Hager Sharp, we help our clients develop successful partnership programs. We identify and cultivate relationships with unique organizations and collaborate with them to implement out-of-the-box engagement activities.

Taking it a step further, we apply our multi-step approach to identify, recruit, and engage partners who will serve as key drivers to achieving campaign goals and objectives. With a thoughtful approach and careful planning, the right partners can contribute contacts, skills, and resources. Partners can even expand the impact of an organization's efforts while accessing new audiences.



CORE PARTNER & STAKEHOLDER ENGAGEMENT CAPABILITIES

PARTNER IDENTIFICATION

The core of a rich and vibrant partner engagement strategy is identifying the right targets for each specific campaign. Understanding that many clients have existing partner relationships, Hager Sharp builds upon that. We tap into our networks of nonprofits, professional associations, consumer and advocacy groups, federal partners, corporations, and more to enhance and develop a comprehensive list of potential partners.

PARTNER RECRUITMENT & ENGAGEMENT

To ensure that potential partners immediately see the benefit of supporting a campaign, Hager Sharp customizes and tailors each recruitment effort to individual organizations. We recognize that different partners have different capacities. Some may support message and materials distribution, while others may offer richer engagement opportunities — even developing a customized, co-branded program or resource. As commitments from partners are secured, we work with organizations to ensure everyone understands what that commitment entails.

RELATIONSHIP MANAGEMENT

Understanding the importance of maintaining and sustaining partnerships throughout a campaign, we encourage regular, ongoing communication. Hager Sharp has extensive experience managing the day-to-day relationships with partners to optimize collaborative support and sustain relationships. We do this through collaborative events, activity plans, and content calendars. We stay organized by creating and maintaining a database of all current and past relationships and tracking all interactions, activities and next steps.

EVALUATION & REFINEMENT

We know from experience that successful partner engagement is not a one-time activity but requires ongoing evaluation and reassessment. To ensure each partnership is mutually beneficial, Hager Sharp analyzes partnerships throughout the campaign. This allows us to measure the success of the partnership program and, more importantly, provides the opportunity to make recommendations for improving and enhancing the relationship.

TO MEET OUR CLIENTS' NEEDS, WE FACILITATE PARTNERSHIPS TAILORED TO EACH CAMPAIGN OR PROGRAM, INCLUDING:

FDA

For the Reagan-Udall Foundation for the Food and Drug Administration (FDA), Hager Sharp developed a partnership structure, stakeholder engagement plan, and partner recruitment materials to support the foundation's engagement of industry partners, including manufacturers and retailers, in FDA's The New Nutrition Facts Label: What's in it for You? campaign.

HHS OFFICE ON WOMEN'S HEALTH

For the U.S. Department of Health and Human Services' (HHS) Office on Women's Health, we formalized more than 70 active partnerships with organizations such as Chobani Yogurt, USA Gymnastics, and Girls on the Run to promote Best Bones Forever!, a bone health campaign for girls. Partners promoted the campaign to their networks online, in print, and at more than 100 partner and community activities nationwide.

AARP FOUNDATION

AARP Foundation fosters and relies on support from and partnerships with various companies and institutions including UnitedHealthcare, The Hartford Financial Services Group, Chase Bank, the U.S. Department of Agriculture, Walmart Foundation, and the U.S. Department of the Treasury. Hager Sharp provided strategic guidance, developed materials, created media plans, and trafficked advertisements in support of many of these partnerships, including through Tax-Aide, the foundation's initiative with the Internal Revenue Service to provide free tax services to underserved seniors.



ABOUT HAGER SHARP

At Hager Sharp, we've dedicated more than 50 years to creating communications strategies, campaigns, and materials that make meaningful change in the world. We work solely with organizations that are committed to transforming communities by taking on important issues like improving public health, safety, and education, and addressing gaps in equity, well-being, and socioeconomic status. Our focus is and always will be working with mission-driven institutions, businesses, and nonprofits to create and implement ideas that make a difference.



**More about our
partnership expertise**

HAGER SHARP

