

Finding & Engaging Unexpected Partners

Wednesday, March 10

3:30-5:00 pm



Questions for you to consider



- How have you developed unexpected partnership for your organization/projects?
- What are successful tactics you use to attract unexpected partners?
- How do you build on new unexpected relationships once the initial project is completed?

Strategies to foster collaboration

- **Building Community through the Arts** (Rockingham Arts and Museum Project)
- **Expanding Audience** (Latino CommUnity Celebration, Providence)
- **Generating Impact on Community** (Cambodian Opera & Kerouac Scroll, Lowell)



Robert McBride, Founding Director Rockingham Arts and Museum Project (RAMP)

Building community & participating in the process...

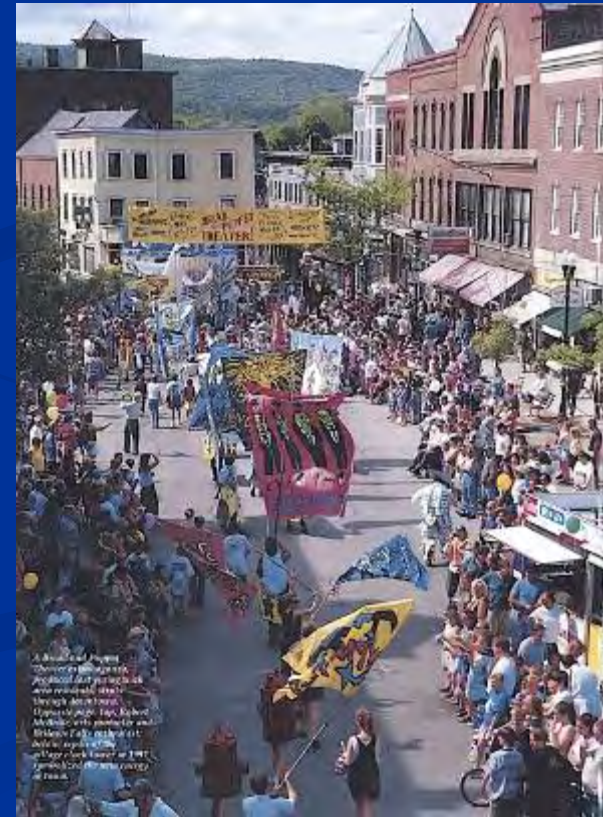
- Example: Food, Water, Shelter & Space then...Buddies!



Robert McBride, Founding Director Rockingham Arts and Museum Project (RAMP)

Building community & participating in the process...

- Bumble Bees do fly
- Evolving a mission that resonates our natural needs
- What can you share



**Elena Calderón-Patiño, Community Arts Program Director
Rhode Island State Council on the Arts**



Expanding Audience: Latino CommUnity Celebration

- **Concept: Marketing umbrella- Latino Community Celebration**
- **Step 1: Introducing idea to Latino Community**

Elena Calderón-Patiño, Community Arts Program Director Rhode Island State Council on the Arts

Expanding Audience: Latino CommUnity Celebration

- Step 2: Searching out new partners
- Step 3: Further connections & positive results



**LZ Nunn, Executive Director
Cultural Affairs & Special Events, Lowell**

Generating Impact with Cultural Partners

- **Step 1: Identify opportunities**
- **Step 2: Gathering Key Stakeholders & Partners**



LZ Nunn, Executive Director Cultural Affairs & Special Events, Lowell

Generating Impact with Cultural Partners

- Step 3: Rallying the Troops!
- Step 4: Assessing next steps & projects

