

# **Collaborative Book Project**

## **Partnership To Do Checklist**

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### **Before Project**

- Think of possible partners-brainstorm list
- Research their art or organization
- Decide if they might be a good match for your project
- Reach out & set up first meeting(s)
- Try to meet at both partners locations during this time if possible-to better know each other
- Brainstorm ideas; possible goals; possible outcomes
- Set next meeting to get into meat of project planning
- Set clear goals & outcomes for project; does it support your missions? Does it serve your public/constituents? Is meaningful and beneficial to both entities?
- Set Timeline/schedule-does financial agreement fit with time needed to execute project? What are your/your organization's in-kind contributions?
- Set concise roles & responsibilities
- Establish a partnership agreement that states roles, responsibilities before, during, and after project is completed, where funds will come from and who is responsible to seek/provide them, in-kind contributions, location of events, and who (can be both entities) maintains control of published book (ordering, selling, marketing, etc. Think about these details ahead of time to avoid confusion or conflict.

### **During Project**

- Where & when programs takes place
- Who is invited? Community participants? Guest speakers? General Public? At all or special events connected to project?
- Clear Roles for art/educational leaders( who leads session, who provides materials, sets up, cleans up)
- Is food provided? Potluck? Refreshments?
- Time Management during workshop sessions(meet & greet; intro lesson/topic, work/art time, reflection/sharing time, clean up/departure)
- Community Engagement (How do you engage the community you want to connect to project? In person, at your organization & partner's organization, email, social media, website, mainstream media??)
- Clear expectations for all participants if community based book. What do you want them to do? How do you want them to do it? Why is it important to you? To them? What do they get out of it? ( Get to be part of a group. Get to be an author/illustrator. Get a free book at the end.) You might consider having releases written for participants that states the agreement.

- Book Design-Who organizes book? Who decides which passages and art goes into book? Who does book design/layout? Our partner knew a graphic designer who set our book.

### After Project

- Publishing -Where are you publishing it? Mainstream publishing house or self-publishing? We used Lulu.com. Planning to change to createspace.com(Amazon)
- Media/PR/ Marketing- How are you publicizing book? Events? Book Shows? Cultural events? Social Media? Website? Press Releases? Paid Advertisements? At your organizations? Exhibits? Book Talks/presentations? Direct mail marketing to libraries, schools, gift shops, museums, and other organizations like yours?
- Clear understanding of rights-Who has rights to publish? Who gets revenue? Do you split? Who pays marketing costs?
- Opening—where & when for Book Opening/Kick off event? Who do you invite? Media presence? Speakers? Round Table with moderator? Slide Show? Do participants share at event? Youth? Who does sales? Do you have gift shop? Can you do credit card? We got **Square** (square.com) to solve that issue so that we could sell both on & off site. Do you have retail license or is it a fundraiser?
- Evaluation; Do evaluation surveys for participants. If possible, include those that didn't finish to find out why. Evaluations at opening event. If possible, evaluations, in book for feedback from audience.(we didn't do this yet) Also, partners to evaluate & reflect on project. Did you meet your goals? Did it support your mission? Did it serve your audience? What were pitfalls or areas of weakness? What could be refined for future projects? Was the project successful? If so, Why? If not, Why? Are there suggestions for the future? New Projects to collaborate on? Are there things that need to be done in follow up? Did you have follow up meetings with partner to close out partnership positively? Where there any unexpected impacts?
- Thank You's- to participants a free book; to those who gave in-kind a free book and a special gift; Thank you cards & notes to all involved.