



Wabanaki Artisan Initiative

I. Identify Needs and Stakeholders

- ✓ Identify the population you wish to be of service to.
- ✓ Identify needs.
- ✓ Discuss your ideas with stakeholders - are the needs you identified really what they want and need? Are there other needs you missed that are more important to them?
- ➔ *Maine Indian Basketmakers Alliance (MIBA) serves basketmakers and artists from the four tribes in Maine (collectively known as the Wabanaki). Four Directions Development Organization is a native CDFI serving individuals and businesses from the Wabanaki tribes. Both organizations had identified artist promotional materials, increased sales opportunities, and business training as needs.*

II. Identify Partners/Collaborators

- ✓ Identify other organizations that may be open to collaboration.
- ✓ Do you serve the same or similar populations?
- ✓ Do you share similar values and missions?
- ✓ Meet with potential partners to explore if working together can benefit your organizations and stakeholders.
- ➔ *MIBA and FDDC serve the same populations and share similar goals and values.*

III. Identify Partner/Collaborator Strengths

- ✓ What are the strengths that each partner organization brings?
- ✓ What about resources?
- ➔ *MIBA brings established artist relationships and FDDC was able to provide resources and office space.*

IV. Set Project Goals

- ✓ Identify goals and timelines.
- ➔ *For MIBA and FDDC the project goals were to provide increased sales opportunities by developing a website, to create marketing materials for artists (postcards, marketing tags), to promote MIBA's existing artist shows, and to provide business training and services (photography, artist biographies, business help) to artists.*

V. Coordinate Efforts

- ✓ How will projects be funded? Identify grants and funding sources?
- ✓ Do partners/collaborators have access to different funding sources?
- ✓ Coordinate funding efforts so partners are not competing against each other for potential grants?
- ✓ Make a work plan and coordinate which organization, employee, or volunteer will be responsible for the projects.
- ✓ Clear, open, and frequent communication is important.
- ✓ Think creatively.
- ➔ *For the MIBA/FDDC partnership sharing one employee was a creative solution to coordination efforts.*

VI. Evaluate

- ✓ Communicate frequently to discuss progress.
- ✓ Be honest with each other about what is working and what is not.
- ✓ Are your projects having the desired outcome? Are projects having a positive impact for your stakeholders?
- ✓ Make adjustments as needed.