

## Partnership Committee Q1 2022 Report

**Members:** Rhonda Ashburn (Chair), Amy Marty Conrad, Rachael DeLeon Dennis Duquette, and Bonnie Wallace. Variny Yim, staff liaison.

The Partnership Committee met virtually on March 16, 2022. New Committee Chair, Rhonda Ashburn, welcomed new members Rachael DeLeon and Bonnie Wallace. The Committee revisited the last three most recent Partners to Jump\$tart – Alliance Data, Kachinga, and Varo Bank – and discussed upcoming partnership applications for the March 30<sup>th</sup> Governance meeting. Rhonda thanked Bonnie for her numerous personal referrals to Jump\$tart and encouraged Committee members to tap into organizations and individuals they may know personally.

Committee members agreed to review and revise the “List of 50” from 2021, and there was an in-depth discussion about outreach targeting DEI organizations – along with traditional organizations who continue to forward financial literacy and education. (Who else should be at the table? Who is doing great work in this area?) In addition to recruitment of new Partners, the Committee also brainstormed ideas on how to retain existing Partners (as well as bring back former Partners).

**Ideas included:** creating “Event +One” (Partners bring one organization they know); facilitate conversations with teachers; online “marketplace” to showcase Partner resources; spotlight on new Partners so they can share what they are doing; video testimonials from current Partners and Board members; and checking for DEI resources in the Clearinghouse.

For the March 30<sup>th</sup> Governance Committee meeting, we hope to have at least two new Partner applications from *BusyKid* and *Communication Resources for the Deaf, Inc.* In addition, former Partner *National Disability Institute* has agreed to rejoin the coalition.

### **Calls to Action**

1. The Partnership Committee has made the goal of recruiting 3-5 new Partners per quarter this year. The Committee is asking each Board Member to help us recruit one new Jump\$tart Coalition Partner or help us re-engage a former Partner. The list of current Partners can be found at [www.jumpstart.org/partners](http://www.jumpstart.org/partners). Please let the committee members know if you can help us reach out to any national organizations interested in supporting the financial literacy effort. You can help by:
  - Providing us with a name of someone the Committee or Jump\$tart staff can reach out to, as well as that person’s contact information or reaching out to your own contact on Jump\$tart’s behalf. Staff can provide support materials and/or follow up to provide more information after your initial outreach.

**The Committee's immediate objectives are to:**

- Review and revise current target Partner Prospective list.
- Continue e-mail outreach campaign to prospective Partners.
- Follow up with fellow Board Members to: 1) identify one prospective partner and personal contact for Jump\$tart (can be on "Hot List"); 2) e-mail personal contact/prospective partner using "draft" email. Please contact Rhonda or Variny.
- Review current Partner marketing materials to determine next steps for "testimonials."
- Determine reach of DEI resources in the Clearinghouse.