

# PARTNERSHIP OUTREACH

## TIP SHEET

### CONSIDER A HYBRID APPROACH

- In-person outreach to partners individually—address specific needs/issues.
- Virtual presentation open to all partners—efficient and effective!
- Joint webinar with partner—gain access to their target consumers.



### IDENTIFY POTENTIAL COMMUNITY PARTNERS

- Any agencies serving Medicare beneficiaries; local businesses.
- [Community Partners – Sample List](#)
- Create partner “groups” for targeted outreach.
- Add partners that are unique to your community.



### MAKE YOUR INTRODUCTION

- Letters or emails to local partners or partner groups.
  - Samples in [GWAAR Medicare Outreach and Assistance Resources – Partnership Toolkit](#).
- Follow up as needed with phone call.
- Schedule time to meet (in-person or virtual).



### BUILD THE RELATIONSHIP

- Prepare your talking points. Have a story to tell that speaks to your audience.
- Provide resources to share.
- Emphasize mutual benefit of the partnership.



### MAINTAIN THE RELATIONSHIP

- Schedule regular contact as appropriate (quarterly, semi-annually).
- Get feedback about the partnership.
  - Discuss successes and/or challenges.
  - Any process improvement opportunities?
  - What resources or expertise do they need that you can provide?
- Share your updates.

Check out the  
Partnership Toolkit on the  
[GWAAR website!](#)