

## Best Practices for Engaging Partners

While partnerships can be critical to the success of your initiative, there can also be challenges. We recommend having a clear understanding of what your goals are and defined ways for partners to get involved.

Having a clear objective for what you are trying to achieve (i.e. “Launch a LENA program in January at 3 sites across the city to reach first time parents” or “Fund the initiation of a LENA program for the coming year”) and how a partner can engage (i.e. “Recruit 10 families to join our group” or “Provide a consistent meeting space for 10 weeks”), makes it easier for them to support your initiative.

Here are some suggestions of ways to engage partners and the community:

- Invite community partners to an “All About LENA” event. Breakfast/coffee/lunch/happy hour with a short LENA video, explain the goals of your initiative, timeline, Q&A
- Short board presentation (library board, school board, hospital trustees, philanthropic organization etc.) about early talk and LENA programs to improve the language environment of children in your community
- Booth at a farmer’s market or other community event to build awareness about the importance of early talk and LENA programs

If you need more ideas or suggestions, the LENA team is here to support you by providing additional information, resources, and content for sharing with partners.

**Use the space below to brainstorm other ways to engage community partners:**

