

How to Work with Off-Campus Organizations

A ServeUGA Member Organization Resource

Know Your Purpose

- Who is your most important stakeholder?
 - Students
 - Off-Campus Partner
 - Marginalized Group
- Why do you do what you do?
 - What is your mission/vision?
 - Where do you want the organization to be in a year? In 5 years?
 - Why did you start/join this organization in the first place?

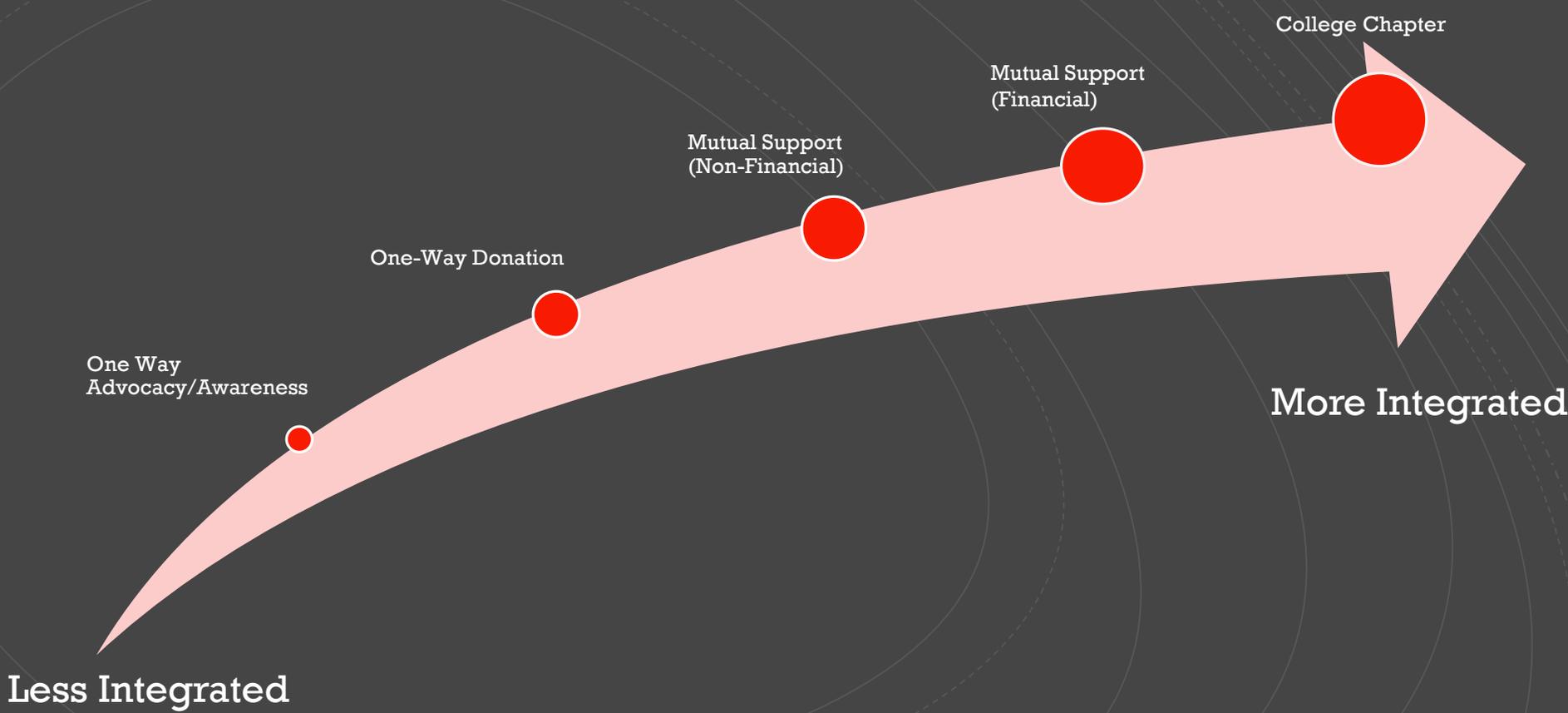
Know Your
Needs, Know
Their Needs

- What are you looking for in a relationship with an off-campus partner?
 - Financial Support?
 - Promotional Support?
 - Advice?
 - Real stories/cases?
- What is your potential partner's needs from you?
 - Funds?
 - Social Media Content?
 - New Ideas?

- **Many partnerships may help in the short term, but is it sustainable and mutually beneficial?**

What is Best
for You in the
Long-Term?

Types of Partnerships to Pursue



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- *1. One-Way Advocacy/Awareness:*
 - In this relationship, your student group typically would be raising awareness and/or advocating for the off-campus partner and their values. The off-campus partner would not be providing anything to the student organization in this case. This is very low integration between the organizations.

Types of Partnerships to Pursue

- *2. One-Way Donation:*
 - This relationship consists of a one-way flow of financial resources. This is typically the student organization donating, usually on a set interval, to a specific off-campus organization. On occasion, this could be an off-campus organization funding or supporting a student organization without a direct return from the student organization, but this is very rare. This relationship gives the opportunity for student organizations to support specific organizations in a more concrete way without giving up much autonomy, if any. This is a relatively low integration relationship.

Types of Partnerships to Pursue

- *3. Mutual Support (Non-Financial):*
 - In this relationship, both the student organization and the off-campus organization support each other in a variety of non-financial ways. This could include anything from sharing promotional materials to events and so on. This type of relationship requires more consistent and reliable communication between the organizations, as well as some shared characteristics. These could range from a shared name to shared social media posts to shared campaign ideas. This is the first relationship where integration between the organizations truly starts to form.

Types of Partnerships to Pursue

- *4. Mutual Support (Financial):*
 - This relationship often encompasses many of the collaborative aspects of the non-financial mutual support relationship, but also adds on the financial piece. In this, the student organization is not only donating to the off-campus organization, but they are also receiving some form of funding from the organization, either one-time or on a regular interval basis. Due to the flow of financial resources between the organizations, there tends to be more overlap in policy and involvement from the off-campus organization. By accepting financial resources from an off-campus organization, you gain valuable assets to try and have a greater impact on the student body, but you also open up your student organization to the imposition of more rules and regulations from the off-campus organization. This is a high integration relationship.

Types of Partnerships to Pursue

- *5. College Chapter:*

- The final relationship type I'd like to discuss is the college chapter model. This is when the student organization, typically from the time it is founded, forms a relationship with an off-campus organization and they mutually agree on the student organization being a college chapter of the off-campus organization. This typically comes with all the shared aspects of both of the mutual support relationships but increases the amount of connection between the organizations even more. College chapters are typically subject to a number of restrictions and regulations from the off-campus organization in order to ensure that the brand and mission of the off-campus organization is clear in everything the student organization does. These regulations can range from rules on social media use to regular reports from the student executive board to approving all use of finances through the off-campus organization. This is a very high integration relationship.

General Advice

- 1. *Be Patient:*
 - Do not rush into a relationship with an off-campus organization. Take your time, consider all of the options, and be willing to wait if that's what you need to do.
- 2. *Be Willing to Say No:*
 - It is okay for you to say no to an off-campus organization, even though they are “real adults”. In these relationships, it is important to see yourself as an adult and an equal. Do not let off-campus organizations “bully” you into things that are harmful for your student organization or that do not line up with your long-term goals for your student organization. With that, if your goals or priorities change and a relationship with an off-campus organization needs to change or end, do not be afraid to do what you need to. It can be stressful and difficult to make these decisions, but at the end of the day keeping the needs and goals of your student organization as your top priority will help you the most in the long run.

Thank You!

- ▼ Thank you for using the “How to Work with Off-Campus Organizations” Guide! I hope it was helpful in your decision-making process. For any further questions, please contact the current Director of Organizations for ServeUGA!