



Move Your Way® Community Playbook

Tips for Working with Community-Based Organizations

Community-based organizations make excellent partners for promoting the Move Your Way® campaign's messages about the importance of physical activity. Use these 10 tips to work with community-based organizations on your Move Your Way community campaign!

1. Learn about your potential partner.

Before you approach an organization, it's important to do your homework. This will help you understand how a partnership can benefit both of your organizations in the long run.

- Get to know the organization's mission, structure, and programs before you reach out. Think about how the goals of Move Your Way complement the organization's goals.
- Get a sense of how the organization fits into the larger community. Assess how their audiences, reach, and capacity will benefit your partnership — and how the Move Your Way resources can benefit the organization.

2. Identify influencers.

Approaching the right people is crucial. Seek out the organization's physical activity champions, those who are most able and willing to promote Move Your Way, including:

- People in leadership positions, like directors and senior staff
- People interested in or directly involved in physical activity or general health promotion efforts, including more junior staff and volunteers

3. Leverage existing opportunities.

There's no need to start from scratch! First, reach out to organizations you already partner with for existing projects. You can pitch Move Your Way as an opportunity to expand these existing partnerships and work together on an exciting new initiative.

And when you reach out to new partners, look for organizations with existing structures and programs that make them a good fit to promote Move Your Way, including:

- Outreach and public relations committees
- Clubs and classes at community centers
- Recreational sports leagues

4. Prepare your pitch.

Now that you've learned more about the organization, it's time to reach out to them. Use this sample pitch language as a starting point:

[health.gov/MoveYourWay/Pitch](https://www.health.gov/MoveYourWay/Pitch). Then tailor your talking points to the specific organization.

- If the organization already promotes physical activity, highlight how Move Your Way aligns with their mission (instead of focusing on the general benefits of being active).
- Emphasize how your joint efforts can benefit this specific organization. How will this partnership amplify their existing efforts and help their community members get active?

5. Set specific goals and implementation strategies.

After you've connected with your partner organization, the next step is to agree on a game plan.

- Set measurable goals and decide on a shared timeline for meeting them.
- Decide what type of information you'll collect to assess the accomplishments of your partnership. Use the Campaign Implementation Tracker as a starting point: health.gov/MoveYourWay/CampaignTracker

6. Pick your materials.

Move Your Way provides tools and resources for adults, older adults, parents, kids, and health care providers. Check out all of the Move Your Way materials at health.gov/MoveYourWay/Campaign. Then work with your partner organization to choose the materials that work best for your partnership.

- Pick materials that prioritize audiences from both organizations' demographics. For example, you might choose the Fact Sheet for Older Adults for an organization that works with that population.
- If you customize Move Your Way materials for your community, make sure you share the customized versions with partners. You can customize materials through the CDC State and Community Health Media Center: bit.ly/2OLGxCq



7. Engage partners throughout the process.

Once you've figured out a plan, it's important to work closely with your partner organization to implement it.

- Ask the organization for their input on promotion activities early and often. They're more likely to stay engaged if you ask for buy-in from the beginning!
- Brainstorm creative new ideas for promotion opportunities in your community — especially opportunities to work together.
- Remember to celebrate your partnership successes! Offer positive feedback to your partner when things go well — and ask for feedback on what you're doing well or could improve.

8. Make promotion easy.

After you've gotten promotion efforts off the ground, remember to make it as easy as possible for your partner to continue the work.

- Remind the organization about the importance of your joint promotion efforts, and offer pre-drafted promotion content that's easy for them to use.
- Tag the organization in social media posts so they'll get notifications — and can easily share the posts on their own social media channels. Check out the Tips for Coordinating Social Media Promotion to learn more about planning for social media: health.gov/MoveYourWay/SocialMediaTips

9. Check in regularly.

Now that the partnership's efforts are in full swing, have regular touchpoints with the organization to find out how things are going.

- Try to check in over email regularly — and work with the organization to figure out how often you'll meet via videoconference or in person. Keep an open line of communication with the organization to ensure the partnership's efforts are working well and going as planned.
- Emphasize that you're happy to talk through issues and brainstorm ways to address challenges and further the success of your partnership.

10. Review your initial results.

After you've implemented your first activities, it's time to see how they went. Don't miss this opportunity to learn from your experience.

- Review lessons learned so far.
- Point out how your combined efforts have helped the organization — for example, maybe more people are participating in their programming or they're getting more mentions on social media.
- Brainstorm improvements that you and the partner organization can make as you move forward with your partnership efforts

Find more community resources at
health.gov/MoveYourWay/Playbook



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