

# Community partnerships

Helpful tips on how to secure one and engage them on your journey



# 5 TIPS TO HELP YOU SECURE A COMMUNITY PARTNERSHIP

1. Identify those in the community who you already have a connection with and invite them out for a coffee
2. Tell them your story, speak from the heart and explain why TdC is important to you
3. Ask them if and why they would like to be involved – maybe they have a deeper connection to TdC than you first thought
4. Follow up with a friendly email and send them our community partnerships pack for more details
5. Once you have secured them (which you will) send them our community partnerships details form to complete



**Congratulations!**  
**You've secured a community partner**



**Now what....?**

Great work! You have just given your fundraising a big boost and secured one of our Community Partnership packages with a generous supporter.

Here's what you need to know to get the best results for both you and your partner:

- ❖ Confirm the partnership details via an email to [sponsorship@tourdecure.com.au](mailto:sponsorship@tourdecure.com.au)
  - ❖ Partnership level agreed
  - ❖ Contact details for your partner (name, email and phone number)
  - ❖ High resolution logo artwork files (.eps or .ai) and any brand use guidelines
  - ❖ Web address and social media handles (Facebook, Instagram, Twitter)
- ❖ Send your partner the TDC assets to use on social media and emails to promote their support
  - ❖ Facebook assets
  - ❖ Email signature
  - ❖ Media Release
- ❖ Add your Community Partnerships to your TDC member profile
- ❖ Keep them updated as your training ramps up and your tour rolls out
- ❖ Schedule a post tour presentation / thank you session with your partner to share your experiences and highlight how their support helped you
- ❖ Sign them up for next time!



For any assistance or questions on  
Community Partnership packages please  
feel free to call the TDC Office (02 8073  
4000) or email:  
[sponsorship@tourdecure.com.au](mailto:sponsorship@tourdecure.com.au)

Remember, bringing your community with  
you makes the journey more meaningful.



#LETSCURECANCER

