

# 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

