

Sample Partner Outreach Letter

Dear Tamika,

The City has decided to launch a new cross-sector, cross-domain partnership focused on boosting mobility from poverty and advancing equity for residents with low incomes and residents of color. Though efforts to boost mobility have been going on for decades in the city, recent data from the Urban Institute show that over 50 percent of our residents have debt in collections and that our median incomes are the lowest among cities of a similar size. What's more, only 40 percent of 3- and 4-year-olds are enrolled in nursery school or preschool. This problem is particularly acute for children of color.

Rationale for the ask

These data are proof that what we've been trying isn't working. It's time for a reset on our work so that we can better align initiatives among the various organizations working in the city, focus on changing systems and ending structural racism, and become more coordinated in our application for the resources we need to do this work. We recognize that the City has a lot more work to do on this front, which is why we wanted to invite you to join our new Mobility Coalition, which aims to boost mobility from poverty and advance equity over the next five years. We are specifically interested in having Homes for Vets as part of our team because of your exemplary work—we've seen how you have used data-informed decisionmaking in locating homeless services and have heard that you have some of the best supportive services out there. We at the City and others in the group have a lot to learn from you.

What resources or support you're giving them

We know you already have a lot of work on your plate and we value what you might bring to this partnership. We are proposing to give your organization \$25,000 per year for your participation. We have also been thinking about how to make sure that this effort is a true partnership. Although the City will serve as the backbone organization to coordinate and manage the work, we will be asking various partners to lead subgroups, present their work, and provide the needed practical expertise to ensure the identified solutions fit the communities that need them.

How the city is planning to share power with partners

On that note—if you decide to accept my offer, I was wondering if I might invite you to lead a session at our kickoff meeting. Thank you for the work you do in our community and for considering my request,

City Council Member Jones