

# Relationship Building in MNsure Outreach

Key Concepts

**Why Relationships Matter**

External Partnerships are the relationships we create with people or organizations outside of our own, that help us take action and overcome our barriers. “Partnerships” and “relationships” may be used interchangeably in this session.

**Identifying Opportunities**

**Relationship Mapping** is the process of strategically examining a list of potential partner organizations and targeting the ones that may help us meet our outreach goals.

A **sustained relationship** includes shared long-term goals and projects. It includes a clear, ongoing communication structure, as well as shared responsibility in achieving common goals.

An **ongoing relationship** includes shared short-term goals and projects. Regular communication is usually only made when partnering to accomplish a shared short-term goal.

A **peripheral relationship** generally includes a clear understanding of each other’s work and goals, but few to no shared goals or projects. Communication is generally infrequent and made only when necessary.

**Making the Ask**

Mobilizing is what we do with the relationships we build. This is how we get someone to take action with us. A “Making the Ask” conversation is the type of conversation we have with an organization or person that establishes the terms of a partnership and mobilizes people to action. It has 3 parts:

* Identifying and exploring your shared self-interest
* Making the ask
* Establishing goals and responsibilities

**Self-Interest** describes the values, motivations, and goals of a person or organization. This is what drives us to do the work we do.

**Shared Self-Interest** describes the values, motivations, and goals that you and the potential partner organization share. This is what drives organizations to work together.

The **70/30 Rule** is what we follow when we are exploring someone else’s self-interest. It reminds us to talk only about 30% of the time, and allows us to truly listen to what the other person is sharing about themselves.

**Maintaining the Relationship**

**Communication is key.** Establish goals, responsibilities and expectations early on.

**Play to your strengths!** Discuss exactly what knowledge, strengths, and resources you both bring to the table in order to work most efficiently and effectively together.