



Good Public Participation Results in Better Decisions

Affinity Partnerships

To explore a partnership with International Association for Public Participation, USA, please contact Erin Zimmermann, Executive Manager, at Erin@iap2usa.org.

Partnerships

Affinity Partners of International Association for Public Participation, USA are businesses and organizations with a national reach that have a strong track record of providing services to public participation practitioners, demonstrate outstanding customer service and an understanding of the environment in which IAP2 USA members operate, and offer a program, product, or service that is applicable to our members and tailored specifically for them. Our goal is to work with people and organizations who are creative, committed, and passionate about public participation practitioners and the advancement of the people and communities they serve.

New affinity program relationships are negotiated with IAP2 USA individually. Each relationship is unique and prospects are carefully considered on a case-by-case basis; partnerships often take three to six months to develop and finalize. IAP2 USA does not offer exclusivity or endorsement, but we do vet our partners extensively.

Affinity Partners of the International Association for Public Participation, USA:

- Execute a mutually acceptable written Affinity Program agreement;
- Pay an annual license fee for use of the logo of the International Association for Public Participation, USA; (payments may take the form of royalties);
- Sponsor and attend our biennial North American Conference each year at a level of their choosing;
- Offer products or services at a discounted price to our members in good standing (exceptions will be considered based on regulatory constraints);
- Provide IAP2, USA with regular reports identifying the individual nonprofit end-users that are participating in the program;
- Actively work with the IAP2, USA staff to evaluate the Affinity Program and improve it;
- Join IAP2, USA as a member organization:
- Make it as easy as possible for association members to participate, such as by:
 1. Assigning a relationship manager and providing dependable technical assistance
 2. Creating a landing page on the Affinity Partner's website for IAP2, USA members;
 3. Providing content for IAP2, USA to post on our members-only resource pages describing the Affinity Program; and
 4. Jointly developing co-branded educational materials with IAP2, USA as appropriate.

International Association for Public Participation, USA:

- Grants its Affinity Partners a license for the use of its name and logo;
- Acknowledges its Affinity Partners as valued supporters on its website;
- Includes the Affinity Partner's logo, description of the program, and contact information prominently in the members-only resources on its website;
- Provides the Affinity Partner with regularly updated contact information for the appropriate association staff members;
- Promotes the Affinity Partnership to its association members through a mutually agreeable communications plan (incorporated into the Affinity Program Agreement) including elements such as annual introduction of Affinity Partnerships, members-only listserv reminders, educational programs for the state associations, etc.;
- Offers its Affinity Partners first notice of IAP2, USA professional development sponsorship opportunities each year; and
- Offers a discount on sponsorship and advertising opportunities with IAP2, USA.

Partnerships are reviewed annually to ensure they are satisfactory in advancing our mission and the missions of our members. Renewals are rolling, but we do like to have all partnerships in place by October of each year so that we can include them in the annual list of benefits we share with our members.

Either partner can decline to renew the partnership after annual review.

Other ways to promote your company's products and services while also supporting mission of the International Association for Public Participation:

Best Practices Partners provide charitable support for mission-related research and publications on a single topic. Typically, Best Practices Partners also provide research, writing, and design support for the publications, which are co-branded and distributed widely by IAP2, USA and/or the Best Practices Partner. The work product resulting from Best Practices Partnerships typically fills a gap in existing knowledge and literature and offers a way to contribute significantly to the field.

Corporate Allies demonstrate their deep commitment to the IAP2 mission and its members, and to the communities they serve, by donating \$10,000 or more annually to support our core mission, educational programs, research, and publications. Corporate Allies are recognized through our website and printed publications, and receive permission to display the "Proud Ally of the International Association for IAP2, USA" logo.

[Sponsorships and advertising](#) also support the IAP2, USA mission and enables us to provide free capacity-building and educational programs to our members across America.