

It Sometimes Takes Two

Partnering with Other Societies or Organizations




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16 April 2017, Sandra J. Crowley


Partnering

- What is a “Partnership”
- Why partner with another organization
- How do you find a partner and work together
- What are some potential projects
- Where do you begin
 - Making a plan and implementing it



“Partnership”

- Relationship between two or more people or organizations that are involved in or share the same activity
- Cooperation between people or groups working together
- An organization formed by two or more people or groups to work together for some purpose




Kinds of Partnerships

- Communication
 - Share services, trends
- Cooperation
 - Share expertise and resources
- Coordination
 - Coordinate resources and activities to maximize results and share expenses
- Collaboration
 - Implement a shared vision




Potential Partners

<ul style="list-style-type: none"> • Other societies <ul style="list-style-type: none"> - Genealogical - Historical - Lineage (DAR, SAR, etc.) • Libraries <ul style="list-style-type: none"> - Local public library - State archives and library • Historical societies (city, county, state) 	<ul style="list-style-type: none"> • Colleges & universities (particularly those with special collections) • Boy Scouts (particularly Eagle Scout program) • Vendors (Ancestry, FamilySearch, Findmypast, Legacy, MyHeritage, etc.)
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Potential Projects

- Records Preservation
 - Cemetery or other database generation
- Workshops and seminars
- Lock-ins
- Seminars
- Membership drives
 - Promotion
- Technology programs (webinar series)



Benefits of Partnership Resource Sharing

- Volunteers
- Money
- Locations
- Research materials
- Speakers
- Publications
- Publicity/Promotion



Finding Partners



- Organizations you know
- People you know
- People your members and volunteers know



Be Creative

- Every city and county is different
- Evaluate the organizations, businesses and groups in your city
- Think about the people you interact with daily
- How you can work together
 - Local coffee shop sponsor refreshments at your event in exchange for publicizing their shop



Building Relationships

- Invite leaders of other groups to your events
 - Complementary registrations for workshops
- Get together for coffee/lunch
- Share event calendars
 - Mutual promotion of activities



Be Creative



SOME IDEAS THAT WORK



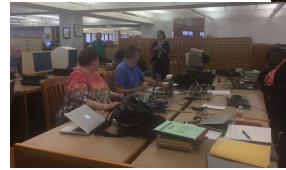
Society + Library: Workshops

- Free workshops
- Family Tree Maker / RootsMagic
- Getting Started with Genealogy
- Volunteer in Genealogy Room if library has one
- Visit branch locations to offer same



Society + Library: Lock-in

- Scheduled Lock-in
- As part of another event



Society + Library: Volunteers

- Help researchers find materials
- Answer questions
- Help library staff



Society + Library: Branch Workshops

- Getting Started on your family tree
- About the collection at the "main" library
- Encourage membership in local society

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Society + College: Classes

- College/University
 - Continuing Education Classes
- Special Collection Libraries
 - Volunteer programs
 - Joint "how to" programs

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Society + Society: Share Speakers

- Single event
 - Two small groups in a remote area
 - Combine meetings to bring in a speaker who lives a distance away
 - Provides access to speaker who might not be available otherwise
- Multiple events, close distances, different dates
 - Two cities some distance from each other
 - Coordinate national speaker for travel into the area
 - Example: Austin and Fort Worth

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Multiple Groups: Ancestry Fair

11th Annual Bucks County Ancestry Fair
 Saturday, November 11, 2017
 Bucks County Community College
 Upper Bucks Campus
 Perkasie, PA


“How To” Genealogy Workshops

- Who
 - Historical Societies
 - Archives
 - Cemeteries
 - National Archives Fort Worth
- What
 - Joint programming
 - Opportunities for genealogy researchers across the state
 - Expansion of knowledge in Texas





“How To” Genealogy Workshops

- Co-sponsor
 - Fort Worth Genealogical Society
- 2017 Beginners Workshop Series
 - Weeks
 - Saturday, 10:30 – 12:30
 - Suggest researching after lunch break!
- Complete schedule online




SOCIETY + ARCHIVE

- Texas General Land Office & Texas State Genealogical Society launched annual event in 2014
- Joint marketing and promotion
 - Web sites/links
 - Newsletters – promote events
 - Speakers Bureau

Going Global




“Uniting German Genealogy Researchers Worldwide”

Mission


The International German Genealogy Partnership’s mission is to facilitate German genealogy research globally as the internationally recognized federation of German genealogy organizations.

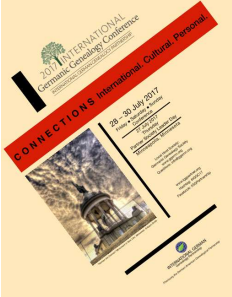
Vision

1. We seek partner relationships with and support societies whose purpose includes a major focus on German genealogy research.
2. We seek relationships with and support affiliate organizations whose purpose coincides with the goals of our societies.
3. We sponsor, support, and encourage German genealogy research conferences, meetings, and publications in Germany and throughout the world.
4. We foster and nurture personal connections between fellow researchers as well as local and international connections for friends and colleagues who desire to advance the genealogy research interests of the worldwide community of German genealogists.




Going Global





- First annual conference resulting from this partnership to be held in Minneapolis in July 2017



SOCIETY + BOY SCOUTS

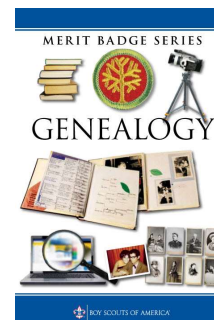
Genealogy Merit Badge

- Exploring your roots – where your family name came from, why your family lives where it does, what your parents and grandparents did for fun when they were your age – can be fascinating. Discovering your ancestors back through history is what genealogy is all about.

Genealogy merit badge	
Status:	Elective
Created:	1972
Discontinued:	no
BSA Advancement ID:	056
Requirements revision:	2006
Latest pamphlet revision:	2008



Society + Boy Scouts



Boy Scouts – Eagle Scout

- Special Project – DGS Cemetery Map
- Cemetery Entrances photographed
 - Bethel Cemetery
 - Elm Thicket Cemetery
 - Ferris Cemetery
 - Grove Hill Cemetery
 - Harrington Cemetery
 - Moore Cemetery
 - Wild Briar-Bear Creek Cemetery

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Boy Scouts – Eagle Scout

- North Dallas, Irving, Richardson, and Wylie
- Bethel Cemetery photos c/o Jaime Trevino's Eagle Scout Project
- Harrington Family (aka Estelle) Cemetery - no evidence found photos c/o Jaime Trevino's Eagle Scout Project
- Wild Briar Farm Cemetery and Shelton's Bear Creek Cemetery (same address) photos c/o Jaime Trevino's Eagle Scout Project
- Elm Thicket Cemetery - no evidence found photos c/o Jaime Trevino's Eagle Scout Project
- Ferris (aka Warren Angus Ferris) Cemetery photos c/o Jaime Trevino's Eagle Scout Project
- South and East Dallas
- Grove Hill Memorial Park photos c/o Jaime Trevino's Eagle Scout Project
- Tiller Family Cemetery- per employees at Grove Hill- said this cemetery is nonexistent at listed location. They say it is in Fort Worth.
- This completes my Eagle Scout Project commitment to the Dallas Genealogical Society

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Boy Scouts – Eagle Scout



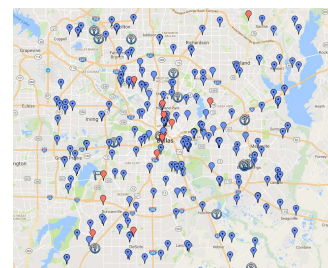
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Map of Dallas County, Texas Cemeteries

- www.dallasgenealogy.org

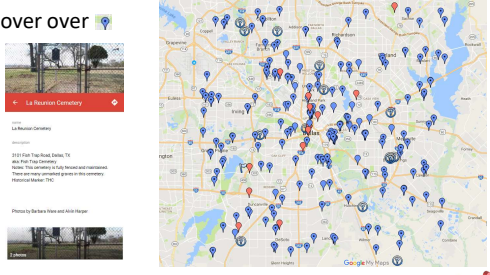

- Select> Publications
- Select> Cemetery Map



Map of Dallas County, Texas Cemeteries

- www.dallasgenealogy.org

• Hover over






SOCIETY PARTNERSHIP PROGRAMS





Texas State Genealogical Society

- Annual Conference – local societies serving as “host”
- Location-dependent: Dallas Genealogical Society

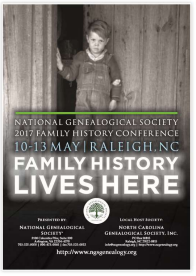


Texas State Genealogical Society

- Annual Conference – local societies serving as “host”
- Location-dependent: Clayton Library Friends

National Genealogical Society

- 2017 in Raleigh, North Carolina
- NCGS serves as co-host
 - Chairs or co-chairs committees
 - Coordinates volunteers
 - Provides registration support
 - Co-hosts evening events
- Training

Federation of Genealogical Societies

- 2014 – San Antonio
- 2015 – with RootsTech
- 2016 - Illinois
- 2017 – Pennsylvania




Genealogy Society of PA

- GSP has instituted a Partnership Program with other organizations having a genealogical constituency. The purpose of the Program is to coordinate efforts in state and local advocacy campaigns to
 - investigate joint publishing and programming opportunities
 - explore other issues of mutual interest.
- GSP partners receive a specialized newsletter and are featured in a specialized partner brochure distributed by GSP. Partners also receive GSP's magazine and newsletter and discounts on GSP publications; other, custom benefits are also possible.



Genealogy Society of PA

- Who
 - Chester County Historical Society
 - Temple Urban Archives
 - Mount Moriah Cemetery
 - National Archives Mid-Atlantic Region
- What
 - Joint programming
 - Opportunities for genealogy researchers across the state
 - Expansion of knowledge of research in Pennsylvania



Examples - PA

- Cemetery preservation and conservation
- Conferences & lectures
- Genealogy collection at the Historical Society of Pennsylvania (HSP)
- Index church and cemetery records (some online in Members Only section)
- Field trips
- <http://genpa.org/>



Participating Partners



Benefits of GSP's Partner Program:

- A special newsletter tailored to Partner members
- Promotion of Partner Society events through email blasts, Facebook and Twitter reaching over 3,000 readers
- Exploration of cooperative digitizing and programming ventures
- Partner society events included in the GSP weekly email newsletter
- Society subscription to the GSP quarterly newsletter *Penn in Hand*
- 20% society discount on GSP publications (Society officer please contact the GSP office)
- Opportunity to highlight your society events, projects or programs in the "Partner Society Spotlight" on the Home Page of the GSP website



Family Foundations

- Generally contribute to charitable cause(s)
- Often endows collections
 - H. Ross Arnold Jr. library at the Kenan Research Center in Atlanta
 - 4,000 volumes regarding genealogy and family history of the American Southeast



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Kenan Research Center

- Public archives and research facility
- Collects primary and secondary source materials
- Atlanta and the culture of the American south



William Strother Society

- Dedicated to perpetuating the memories of our ancestors and furthering fellowship among the descendants of William Strother (immigrant)
- Founded in 1986 and incorporated in Virginia in 1992
- Members include descendants and their families of William Strother (immigrant), related families and others interested in the Strother family
- Provided gift to Kenan Research Center for purchase of microfilm scanners for patron use

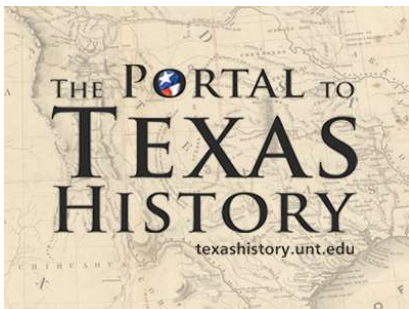


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PRESERVATION



Preservation



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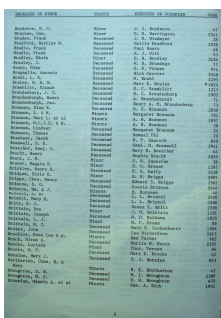
Preservation: Dallas Probate Records

- Microfilm in the library collection
- UNT scanned
- DGS created a "crosswalk" to add metadata to be uploaded with images
- Volunteers added metadata on their computers from home
- Images will be accessible from UNT or DGS web sites



Preservation: Dallas Probate Records

- Image scanned
- Program for adding indexing was developed that linked to image
- Volunteers entered details from home



Preservation: Dallas Probate Records

Page	Line	DECEASED OR MINOR	STATUS	EXECUTOR OR GUARDIAN	CASE INDEX SYMBOL	Ref
1	6	1	Minor	J.I. Boydston	47	1
2	6	2	Minor	D.B. Harrington	2541	23
3	6	3	Deceased	J.M. Wiedmyer	28	1
4	6	4	Deceased	Hellie Bradford	2258	23
5	6	5	Deceased	Paul Henry	46	1
6	6	6	Deceased	A.J. Witt	53	1
7	6	7	Minor	E.B. Bradley	2154	21
8	6	8	Deceased	W.H. Brundage	77	1
9	6	9	Deceased	E.R. Propper	974	8
10	6	10	Deceased	Hugh Carrasco	2545	25
11	6	11	Deceased	M. Stahl	1293	11
12	6	12	Deceased	Mary E. Braley	1824	17
13	6	13	Deceased	E.C. Bramblitt	1217	10
14	6	14	Deceased	W.C. Brandenburg	1905	18
15	6	15	Deceased	A. Brandenburg	71	1
16	6	16	Deceased	Hancy A.M. Brandenburg	73	1
17	6	17	Deceased	A. E. Brannon	2541	1

Preservation: Dallas Probate Records

J	K
Cell	Instructions
A2	Type the Page Number into Cell A2
K12 / Q2	Record Your Name (cell K12on the Initial tab, cell Q2 on the Check tab)
K13 / Q3	Enter the date the indexing on this page was completed (Initial - K13, Check - Q3)
Q2-54	DECEASED OR MINOR: Name exactly as recorded on the image
Q2-54	STATUS: Status exactly as recorded on the image
E2-53	EXECUTOR OR GUARDIAN: Name exactly as recorded on the image
F2-54	CASE: Case Number (do NOT record * or ** - see below)
G2-54	INDEX SYMBOL: * or ** if indicated in the CASE column, otherwise blank
H2-54, I2-54, J2-54	These cells are automatically populated - do not enter them!
Indexed by: Sandra Crowley	
Date: 5/25/2016	
The image for this page is on-line. Copy the URL below and paste it into your browser (After the page number has been entered in cell A2). It is probably good idea to work from a printed copy of the page.	
http://www.dallasgenealogy.org/Probate/Abstracts_Index_6.JPG	
Special Instructions	
1. If there is no data on the Initial tab, enter your data there.	
2. If the Initial tab has data but the Check tab is blank enter your data there.	
3. Do NOT rename the spreadsheet or the tab.	

Preservation: TxSGS PCS



Texas State Genealogical Society Preservation Capture System (PCS)

Preservation: TxSGS PCS, Grand Prairie



Grand Prairie Genealogical Society Volunteers


Building Provided by City of Grand Prairie (in front of public school; building not in use by City)





- Volunteers working together to provide free genealogy websites for research in every county and every state of the U.S.
- Non-commercial
- Fully committed to free access
- Societies, individuals, other organizations

VENDORS, STATES



Society Membership Program

- Society membership program
- Discount on 12-month world subscription for each member of partner society
- Can be used promoted by member society as a member benefit
- Work with contact person with findmypast
- Marketing kit provided that includes advertisements, flyers, and more



• Contact:
societies@findmypast.com



Society + Vendors: Ancestry.com







Mid-Cities
Genealogical Society

ANCESTRY DAY
Arlington, Texas Convention Center
September 21, 2013



Mid-Cities' Ancestry Day – The Plan

- Ancestry provided / paid for
 - Featured speakers
 - Content (master of handout)
 - Travel & hotel
 - Promotion to their mailing list – one time
- Mid-Cities provided / paid for
 - Commitment to minimum 500 participants
 - Venue and associated support (food, AV, handouts, etc.)
 - Local marketing and promotion
 - Signage
 - Registration (through Eventbrite)
 - Volunteers for registration



Mid-Cities' Ancestry Day

Arlington Convention Center
Arlington, TX
May 2013




Attendees: 1,100
Volunteers: 25+
MCGS size: 42, now 110+



Mid-Cities' Ancestry Day



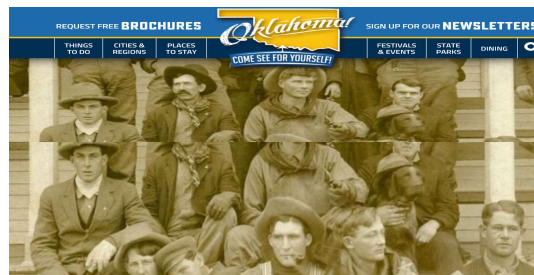

Mid-Cities' Ancestry Day



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OKLAHOMA

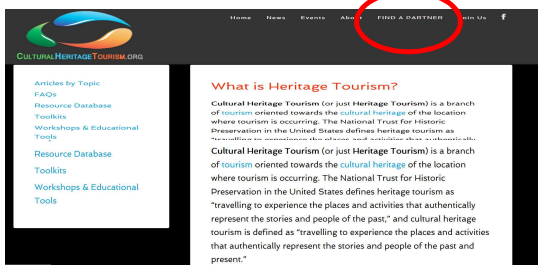


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States: Cultural Heritage Tourism

<http://culturalheritagetourism.org/what-is-heritage-tourism/>



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States: Cultural Heritage Tourism

<http://culturalheritagetourism.org/what-is-heritage-tourism/>

- Studies-Statistics
- Resources-Toolkits
- Best Practices
- Funding Assistance
- Find an Expert
- ARTS Cultural District
- Heritage Areas – States
- National Heritage Areas
- National Historical Landmarks
- National Parks
- National Register of Historic Places
- Preserve America Communities
- World Heritage Sites in U.S.
- Map of National Heritage Areas



MAKING PARTNERSHIPS WORK

Essential Features of Partnerships

- Acknowledge each other's strengths
- Build relationships
- Select participants carefully
- Insure mutual benefits
- Stay flexible



Getting Started

- Identify potential partners and their involvement
 - Is this a long-term project or a short-term project?
- Invite their leaders to some of your events; go to some of their events
 - Identify what each of your organization's strengths are
 - Is this a potential fit?

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Develop Your Vision

- Understand the challenge
- Gather information
- Build a vision for partnership
 - Agree on common goals
 - Commit to a desire to work together
 - Review the needs and strengths of each partner as well as the target audience



Member Skills

- Good communicator
- Ability to motivate others
- Skills needed
 - Planning
 - Decision-making
 - Teamwork
 - Conflict resolution
- Knowledge of your society

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Effective Participants

- Patience
- Unconditional regard for others
- Confident of one's abilities
- Comfortable with one's roles as a representative of your society
- Team player

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Most Important Aspects

- State expectations clearly
- Agree to expectations and roles of each organization
- Consider partnering with several groups
- Be flexible – partnerships usually evolve

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Plan Together

- Commitment
- Written agreement
 - Roles & responsibilities
 - Expected outcomes
 - What success looks like
- Communicate on a regular basis

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Partnerships Challenges

- Funding requirements
- Balanced commitment
- Volunteer turnover

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The Agreement

- Statement of need/objective
 - Example
- Goals
 - Example
- Expected outcomes
 - Example
- Timeline
 - Example
 - Tracking process

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Dividing the Work - Example

Categories	Society / Group #1	Society / Group #2
Event management	Work with venue, AV Design & print signage Design and print syllabus	Provide day-to-day assistance as needed Provide 2 speakers and 2 employees for support Provide all travel, food, lodging
Budget management	Manage the budget Pay the venue, AV, etc. Receive all proceeds	n/a
Registration	Design, build and manage registration page Send out confirmations	n/a
Advertisement	Provide suggestions for contents of eblasts and social media content	Provide deadlines on publicity content Distribute to their internal distribution list
Door prizes	n/a	Provide product(s) for at least four door prizes and a Grand Prize

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Working the Plan

- Regular meetings or communication
 - Email, Google Docs, etc.
 - Skype, Google+, etc.
- Milestones
- Identify critical issues, challenges and work together to resolve them

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Evaluating the Partnership

- Two factors
 - Success of project
 - Success of partnership
- Measuring success varies
 - Accomplish objectives?
 - Teams work well together?
 - Reach your target audience?
- Work well for both organizations?

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Be Creative

- Every city and county is different
- Evaluate the organizations, businesses and groups in your city
- Think about the people you interact with daily
- How can you work together
 - Local coffee shop
 - Book stores
 - Hotels
 - Printing businesses



