

## Partnering: A Mutually Beneficial Opportunity

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Partnerships between organizations can be mutually beneficial to both if they agree whole-heartedly on the objectives and maintain communications throughout the campaign. Here are six ways organizations can create mutually beneficial partnerships and make a greater impact with their PR campaign:

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Identify each other's strengths. What can you both bring to the table to make the campaign a success? Be honest, it will save you in the long run.

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Draw upon each other's expertise when problem solving.

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Create an official communication flow between both organizations. It can improve the climate for understanding and cooperative efforts between the two partners.

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Identify one person that will serve as a liaison within your organizations. Be careful to choose someone who believes in the objectives of the campaign and can remain committed to the partnership.

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The campaign can be replicated and enhanced nationwide through the sharing of ideas, plans, and programs of both organizations.

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When both organizations' names are attached to the campaign it gives the campaign greater credibility and greater public awareness.

Joint public relations campaigns can be more effective if organizations partner together. In fact, it is through collaboration and partnership among groups that ensure that the objectives of the campaign are met.