

Program and Partnership Development – Sponsored by the PDA

Developing new activities is an achievement coveted by PDA grant judges, so new activities not only improve your senior community center's ability to increase membership growth and participation, but also can be used to secure funding from a PDA grant that will improve the quality of your facilities. There is a distinction being made in the 2018-2019 Grant Program between a quantitative and a qualitative improvement. A quantitative improvement will help you grow the size of your membership or increase the level of membership participation, while a qualitative improvement will increase the value of your existing services. To secure a grant using a quantitative improvement argument, you need to demonstrate how you are going to increase membership, typically because of new or significantly improved activities.

NNPRC knows how to create these activities, can develop partnerships within the community to support and facilitate new activities, and add value to any senior center and any grant application. We also train your staff and/or volunteers to do program evaluation and development, partnership development, and even marketing and publicity.

The cost for doing so is \$300 a month, which includes two one-hour conference calls with your staff and/or volunteers each month related to programs and partnerships (one hour for each subject, and typically with a different group of individuals for each subject), as well as making connections on your behalf with community partners/sponsors. Adding partnerships within your community can add value to your activities and direct or facilitate them. NNPRC will then also develop a marketing strategy for you to be used in publicizing improvements through the use of social media, print media, email marketing, and signage (as applicable). Additionally, NNPRC trains centers on how to evaluate existing activities and use of space, and evaluate how said activities affect certain target demographics (men, younger seniors, widows, etc.).

By applying "Asset Development," we utilize your existing strengths, or the strengths within your community, and develop programs & activities that can be easily maintained that also have been proven to increase the total number of activities being offered by senior centers by at least 20%, and growth and participation by around 10% to 15%. These are solid numbers that can be shared with the PDA.

A one year commitment for this activity and partnership development program is \$3,600, which can be funded by the Department of Aging Grant Program. After a year working within this program, a center will have new activities, new programs, and have the ability to self-evaluate and sustainably maintain steady activity growth and partnership, which ultimately leads to membership growth and participation.

Here is *sample language* you can include in a PDA grant to support this expense:

Sometimes to think big we must also think small. Our center is looking at more versatile space for groups between 10 and 25 people. According to the National Council on Aging, having flexibility in use of space is an integral part of adaptable programming. "Given the ever-changing make-up of senior center target groups and program/service mix, it always makes sense to strive to create spaces that are universally accessible and user-friendly, flexible to accommodate a variety of activities, and adaptable to facilitate future needs," (Douglas J. Gallow Jr., National Council on Aging, "Design and Renovations of Senior Centers"). Our center wants to maximize the use of our remodeled activity space by adding at least one new activity every morning and

one new activity every afternoon for each day we are open. By utilizing the expertise of an outside consultant, our center will be able to develop four or five new activities in the areas of physical fitness, education, health & nutrition, computer technologies, and even intergenerational activities. Our consultant will not only help us develop new activities, but will train our staff and volunteers on how to properly evaluate existing activities, make changes or close activities whenever necessary, and introduce new activities that reach the widest audience possible. Furthermore, we will receive training on how to develop community partnerships to help facilitate new activities, relying on the expertise of outside organizations pertaining to physical fitness, health & nutrition, intergenerational programs, and other creative programs and activities. We will be reaching out to local hospitals, VFWs, Rotary or Lion Clubs, YMCAs, high schools and community colleges, and even businesses to develop these new partnerships. The center's goal with these new activities is to increase membership by 10 to 15 new members, and increase participation by 15%.

[Depending on the proposed activities being considered, there will likely be more detail to add to a grant narrative about the specific benefits of each individual activity.]

Contracted Services is one way of using a PDA grant to develop great new activities. Those of you who were at my PASC Conference Workshop know that I have great ideas for turning single-use activity spaces into multi-purpose activity spaces that include great activities to help increase membership and participation. This service can be added to *any* grant application to develop appealing activities, community partnerships, and a successful marketing plan for attracting new members. We can guide you through the process of developing many new activities, including but not limited to:

- Memory Café
- Job Training for Seniors
- 10 Keys to Healthy Aging
- Internet Café
- Healthy Steps
- Intergenerational Activities
- Computing with a Purpose
- Innovative Fitness Classes
- And many more

Call or email me to discuss adding program development to your grant application so that together we can add new activities and partnerships for your seniors.

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