

**Q 1.1 How do we turn partnerships into on-going funding?**

**Q 1.2 How do we promote what we're doing across all our partners, so they see our big picture?**

What have we done?	What have we learned from this?	What will we do next?
Regular progress reports to funders, giving them what they want to know.	Do they even read our reports? They want financial acquittal to meet <i>their</i> reporting obligations, but that isn't the whole story of a project.	Have a conversation about what they want to know additional to simple acquittal. Ask who will see the reports. Get inside their heads, check out if they want more, and how that will be useful to them.
Up2Us website with blog posts. Putting all funders' logos on publicity.	What gets people's interest is good news stories!!  There are plenty of these around, plus good things people say about our activities - testimonials. But it's hard to capture these when you're also running an event, and then you're onto the next thing.	Decide on our strategic direction – what we need to concentrate on, so we don't get spread too thin.  And maybe getting down some of the stories needs to be picked up by someone other than the organiser.
Document the impact of projects, the impact on participants first, then in the community, then on the landscape.	Just starting to do this systematically.	Keep doing this but focus the effort around our strategic direction.
We are starting to think like marketers – who is our audience, how they get their information, who influences them, and how to get out stories to them.	Just starting to do this.	Keep having the “marketing” conversation around any project we're organising.