



# Marketing: WORKING WITH PARTNERS

Deborah Long, [Triangle Jewish Genealogical Society](#) (2015)

Forming partnerships with like-minded groups can enrich a genealogical society in many ways: a partnership can provide new members; enrich society educational programs with sources of talent; fund programs, volunteer with projects; and much more. The relationship can be a reciprocal one where your society can provide similar assets.

What organizations or agencies might have an interest in working with your society?

1. Local Jewish Community Centers
2. Libraries
3. Local and state libraries and archives
4. Local and state genealogical groups
5. AARP chapters or Jewish retirement centers
6. Synagogues and other places of worship
7. Historical societies
8. Family History Centers

What can your society offer in exchange for partner support? Here are some ideas:

1. Free membership in your society with all the benefits afforded to others.
2. Promotion of partner society events through email blasts, Facebook and other media.
3. Partner society events, such as conferences and/or joint meetings.
4. Opportunity to highlight your society events, projects or programs in the "Partner Society Spotlight" on the Home Page of the GSP website