



Move Your Way[®] Community Playbook

Tips for Working with Community-Based Organizations

Community-based organizations make excellent partners for promoting the Move Your Way[®] campaign's messages about the importance of physical activity. Use these 7 tips to work with community-based organizations on your Move Your Way community campaign!

1. Research your potential partner.

Before you approach an organization, it's important to do your homework.

- Get to know the organization's mission, structure, and programs before you reach out. Think about how the goals of Move Your Way complement the organization's goals.
- Get a sense of how the organization fits into the larger community. Assess how their target demographics, reach, and capacity will benefit your partnership — and how the Move Your Way resources can benefit the organization.

2. Identify influencers.

Approaching the right people is crucial. Seek out the organization's physical activity champions, those who are most able and willing to promote Move Your Way, including:

- People in leadership positions, like directors and senior staff
- People directly involved in physical activity or general health promotion efforts, including more junior staff and volunteers

3. Leverage existing opportunities.

There's no need to start from scratch! First, reach out to organizations you already partner with in other contexts. You can pitch Move Your Way as an opportunity to expand these existing partnerships and work together on an exciting new initiative.

And when you reach out to new partners, look for organizations with existing structures and programs that make them a good fit to promote Move Your Way, including:

- Outreach and public relations committees
- Clubs and classes at community centers
- Recreational sports leagues

4. Pick your materials.

Move Your Way provides tools and resources for adults, older adults, parents, kids, and health care providers. Check out all of the Move Your Way campaign materials at health.gov/MoveYourWay/Campaign. Then choose the ones that work best for your potential partnership.

- Pick materials that target the organization's demographic. For example, you might choose the Fact Sheet for Older Adults for an organization that works with that population.
- Print out some materials so you're ready to show the organization how they can incorporate Move Your Way into their activities.
- If you customize Move Your Way materials for your community, make sure you share the customized versions with partners. You can customize materials through the CDC State and Community Health Media Center: bit.ly/2OLGxCq



5. Prepare your pitch.

Now that you've done your research, it's time to approach the organization. Use this sample pitch language as a starting point: health.gov/MoveYourWay/Pitch

Then tailor your talking points to the specific organization.

- If the organization already promotes physical activity, highlight how Move Your Way aligns with their mission (instead of focusing on the general benefits of being active).
- Emphasize how the campaign can benefit this specific organization. How will this partnership amplify their existing efforts?

6. Set specific goals and implementation strategies.

After you've connected with your partner organization, the next step is to agree on a game plan.

- Set measurable goals and decide on a shared timeline for meeting them.
- Decide what type of data collection and measurement you'll do to assess the partnership. Use the Campaign Implementation Tracker as a starting point: health.gov/MoveYourWay/CampaignTracker

7. Review your results.

After you've implemented your first activities, it's time to check in to see how they went. Don't miss this opportunity to learn from your experience.

- Review lessons learned so far.
- Brainstorm improvements that you and the partner organization can make as you move forward with the campaign.

Find more community resources at
health.gov/MoveYourWay/Playbook



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