

Engage Partners Consistently and Creatively

It can be challenging to keep stakeholders engaged in the long term due to competing demands and stretched resources. It's important to consider from the beginning of your program how you plan to keep stakeholders informed about the progress you make and how to keep them involved. Communicating broadly about your program's successes is also essential for maintaining buy-in from senior leadership and stakeholders.

You can use the chart to generate ideas for how to consistently—and creatively—keep partners on a sustainable basis.

Partner	Activity to Keep Partner Engaged	Frequency of Activity	Next Steps to Take
<i>Example: Student peer leaders interested in mental health</i>	<i>Social media postings – Maintain a social media account (Twitter) where program updates are posted regularly to keep students informed about mental health programming and resources.</i>	<i>Weekly/ monthly</i>	<ul style="list-style-type: none"> • <i>Create a Twitter account.</i> • <i>Identify a staff member to update and add content.</i> • <i>Brainstorm hashtags.</i>