

## **OTA: Faith Based Initiative (F.B.I. Programs) – Guidelines**

\* Faith-based organizations (FBOs) are charitable organizations or nonprofits that are inspired by religious beliefs or affiliated with a religious group.

\*\*Here are some guidelines to consider for connecting with FBO's and establishing programming relationships.

### 1. BRAND AWARENESS (FBOs)

- **Investigation**

- **Action:** The responsibility to promote the Overtime Athletics brand lies within. No one is going to do it for you.
- **Mission:** Making sure that the community at large is aware of our values and our services is the first step to developing relationships and ultimately additional revenue opportunities, to include FBOs.
- **Investigation:** The process of “reaching out” to the FBO community begins with identifying potential partners.
- **FBOs:** These FBO partners can include Mosques, Synagogues, Churches, Temples, JCC, etc.
- **Facilities:** Scouting FBO sites is important to get a sense of the features potentially available for OTA programming, both indoor and outdoor.

- **Contact**

- **Decision Makers:** Once you have identified these targets, discovering a contact person is the next step in the process.
- **Organizational Structure:** FBOs often have specific positions in charge of youth groups, youth ministry, and youth programming.
- **Organizational Review:** Checking websites, digital platforms, outdoor signage, and bulletins can reveal contact information and whether or not there is existing youth programming (sports or otherwise).

- **Introduction**

- **Inquiry:** It's important to make sure your initial interaction with contacts of FBOs is more “fact finding” than “sales”.
- **Credibility:** Communicating OTA's history of partnering with FBOs can go a long way, in addition to emphasizing OTA's goals of community partnership.
- **Membership:** Understanding the demographics, population, and calendar of events for FBOs is necessary in order to customize a programming plan that would fit into the needs and logistics of the organization.

## 2. CUSTOMIZED PROGRAMMING

- **Programming Options**

- Space: The key variable in designing programming options for FBOs is factoring the potential spaces for OTA Services.
- OTA Services: Considering all revenue streams and all program catalogue offerings opens the opportunities available for partnering with FBOs.
- Focus: After Service Programming or Special FBO events (for example, youth group focused event) should be explored for partnership possibilities.
- Summer: Many FBOs have existing youth summer programs. Having a conversation about whether OTA can contribute to the operations of those existing summer camps by coming in to run “Sports Segments” for the participating campers is a good idea.

- **Communication**

- Clarity: As with all partnerships, clear communication and detail about program logistics, expectations, and staffing requirements are paramount to launching successful Faith-Based programs.
- Relationships: Building trust and reliability with FBOs is so important to retention efforts. Being on-site in the run up to and during programming goes along way towards that goal.

## 3. FBO NETWORKS

- **Collaboration**

- Network: It is not uncommon for particular faiths to have a network and collaborative relationship with “sister” organizations throughout an area.
- Development: establishing a productive relationship and successful programming with one FBO will often lead to an easy introduction, recommendation, and sales opportunity with another FBO.

\*\*\*Including the Faith-Based Initiative into your sales and business development strategy can produce lucrative revenue streams. By following these guidelines, Overtime Athletics franchisees can explore relationships with FBOs and create successful, impactful programming for these targeted communities and populations.