

Partnering and Outreach with Other Organizations

Benefits of Partnering with Organizations

There can be a great deal of reciprocity between CSA Chapters and other organizations. Below is a list of various ways to collaborate with other organizations and companies.

Marketing Support

- Send announcements about upcoming meetings for conferences
- Announce your event at a group meeting
- Post your events on the group's social media site or website, if permitted
- Encourage their constituents to join your chapter

Member Discounts

- Provide your members discounts on training or events
- Offer your members a discount on a product or service (avoid implying endorsement)

Educational Content

Provide speakers/experts in related field to address your members at a chapter meeting or event (for example privacy, audit, legal, IT, change management or accounting).

Training / Certifications

Promote and encourage members to seek education, training, and certifications. Many organizations and companies are eager to get their members educated and trained in the latest information security best practices. While some organizations may have what can be perceived as a competing certification, many certifications are reciprocal and compliment one another.

Co-Hosting Events

- Volunteer support for an event
- Partner with like-missioned organizations to co-host a meeting or larger event. Clear roles and responsibilities are key to this type of partnership

Potential New Members

Collaborating with other organizations introduce CSA and your chapter to a wider audience. Interest in your chapter can be generated, which can increase membership.

Meeting Space

- Provide a meeting space for an event. A larger employer might support your cybersecurity efforts and gain recognition, goodwill and public relations from their donation
- Vendors with a large conference room may be willing to host ongoing meetings (be sure that they are comfortable with your relationship with other sponsors)

Possible Partnerships:

- Other Associations (ISACA, ISC², ISSA, etc.)
- Local for-profit security conferences and event producers that come to your region, such as SecureWorld, Data Connectors, Interface, and other large technical conferences. They usually will give you a table and display your logo and chapter name in their event listing, in exchange for you sending their invitations and reminders to your chapter members. If you offer a good door prize, you can get sign-ups if the event is relevant to a cloud security audience.
- Government Entities
- Educational Institutions
- Financial Institutions
- Vendors
- Corporations

Where to start?

Start with board members, then reach out to chapter member organizations and companies. It is best to start from within the chapter. You have a solid network of subject matter experts and thought-leaders on your board and within your chapter ranks. Utilize these contacts to help create, organize, and solidify your collaboration with partner organizations and companies.

Privacy of Members

Do not give out member lists or contacts to these partner organizations. Any co-marketing communication should be sent by the chapter to your members. Third parties may contact chapter offices through CSA Global or through online chapter listings.

Written Agreement

To prevent any miscommunications, a written agreement between all parties detailing responsibilities is recommended. This can be formal or a simple email correspondence. You may want a signed document if it's complex. Do not sign up for events that create unacceptable financial risk for your chapter.