**Revitalization of Dormant Programs Toolkit**

**Should I revive my connection?**

An important part of this process is knowing when and how the program is to be reinstated. First, be aware that activities between Sister City connections are always changing year to year. This is very typical and can be credited to a number of reasons. Along with this, acknowledge that everything is fixable. There is usually a simple workaround such as obtaining the support of more volunteers or gaining interest for the paired city.

In this process, programs should also understand that not everything should be fixed. Cities should question how the connection fits into the bigger picture of the organization and analyze why relations declined in the past. If your program decides to not go forward with the revitalization, refer to the Dormant Program Toolkit for more information.

**Process of Reviving Connections**

1. **Reviewing the Pa****st and Assessing the Present**

The first step of the process is reviewing the history of your connection and looking at the present. Be sure that you know the backstory of the founding such as the founder itself and the reasons for the connection. Also, evaluate the strength of past relations. Look at who participated in the programs and how much of a success they were.

Gaining local and international support is very important. It is essential that you have a number of people interested in reviving the relations, preferably 8-10. There also needs to be a head of the program who will act as a leader and connection point between the two cities. It is necessary that you have support of local elected officials on both sides. They will act as a driving factor in ensuring relations are strong between the paired cities.

1. **Explore the Future**

This step is the most important step as this enacts the reestablishment of the pairing. First, discuss how the connection fits into your program’s goals. Talk about topics such as how the pairing compares to other cities you are twinned with and what lessons you have learned from other connections that can be applied in this situation.

Next, ask how it fits into the goals of your community. Look at the current goals of your local government and decide how a sister city connection can be helpful in working towards those goals. Also, be aware of what types of programs the city abroad is interested in such as educational exchanges vs skilled labor exchanges. Finally, reevaluate the goals of the past and apply them to growing together as a connected pair.

1. **Building a Coaltion of Support**

Now that you have decided that moving forward with revitalizing the connection is the best thing for your program, reach out to local government officials in your city and abroad. The best way to proceed is sending a letter from mayor to mayor. Background pattern

Description automatically generated with low confidenceFor a sample letter, **CLICK HERE**. If you Background pattern

Description automatically generated with low confidencehave trouble connecting with the city abroad, it is recommended you contact the Department of State, embassies and consulates, or local NGOs to assist in facilitating the reestablishment of communication.

1. **Creating and Executing an Implementation Plan**

Cities should make sure to set realistic goals that can be easily accomplished and measured. The best way to work is start small and set yourself up for success. Along with this, ensure that you develop a budget that is realistic for the program. A fundraising plan is also important, as well as, diversifying where your money is coming from.

Another way to prepare yourself for success is to create an agenda and meet regularly with counterparts. You can be flexible when meeting, but regularity ensures that the program will continue to be engaging and enriching. Overall, make sure that you do what you say you are going to and stay conencted with your contatcs.

1. **Evaluate**

The final step is to evaluate the status of the program, successes and failures, to make sure that the program is working to both cities benefit. Be willing to make adjustments and acknowledge that change is good. We recommend an annual evaluation to ensure that everything is up to date.