



DRESS FOR SUCCESS®
GREATER NEW YORK CITY

Client Referral Toolkit

Welcome Referral Partners.

Congratulations and welcome to the Dress for Success Greater New York City Referral Partner Program! Dress for Success Greater New York City is pleased to have you as a referral partner, and we look forward to a long, mutually beneficial relationship. This toolkit will provide you with the supporting resources you need to make our Partnership successful. In this toolkit we offer you:

- Guidelines for Referring Clients to Dress for Success Greater New York City
- Links to Important Referral Information
- Information About the Referral Process
- Supportive Resources for Your Clients

and so much more! Keep this toolkit handy as we work together to support clients across New York City to achieve their greatest potential. Have any questions? Please reach out to newyork@dressforsuccess.org and put PARTNER ORGANIZATION in the subject line. This toolkit is designed to help our organizations work collectively while each focusing on our unique mission work. Please keep copies of it for any personnel at your agency that will be responsible for referring clients to us.

Our History.

In 1996, a philanthropic law student received a \$5,000 inheritance from her great grandfather. With a desire to honor his memory and a heart for helping others, Dress for Success founder Nancy Lublin transformed a small inheritance into a gift that kept on giving, one that would enable women who once faced personal hardships to earn their own money and build new lives. Since then, Dress for Success has grown into an international nonprofit organization with approximately 150 affiliates across 30 countries. Dress for Success now provides a full continuum of services, suiting a woman from the inside out and uniquely positioning our organization as a global leader in women's employment issues.

Contact Information.

Dress for Success Greater NYC
32 East 31st Street, Suite 602
New York, NY 10016
(646) 233-4959
newyork@dressforsuccess.org
Dressforsuccessnyc.org

Important Note for Referring Organizations

Please note the following changes. We will no longer honor referrals for clients to “just get clothing.” Dress for Success Greater NYC focuses on empowering and educating unemployed and underemployed women to realize their career goals while achieving financial stability and sustainability. Every woman you refer will participate in an intake process to determine which supports and services will best help her to achieve her greatest potential. We take pride in meeting each woman where they are in their career pathway and designing mutually beneficial next steps. We will not duplicate services already provided by your organization. Please note that wrap around supports may or may not include Professional Styling in the initial phase of this process.

Partnership and Memorandum of Understanding.

Our Memorandum of Understanding (MOU) with partners holds paramount importance as it serves as a *foundational document* outlining our shared goals, responsibilities, and expectations between your organization and Dress for Success Greater New York City. This agreement not only fosters clarity and alignment in our collaborative efforts but also establishes a framework for effective communication and successful achievement of mutual objectives.

At Dress for Success Greater New York City, we believe in the power of collective impact. We know that by working together, side by side, with other community organizations we are all better positioned to achieve our goals and maximize our impact for clients we serve. We are committed to working closely with you and your organization to collaborate and collectively reach our goals!

We invite you to fill out the Dress for Success Greater NYC *Memorandum of Understanding* included with this toolkit. Annually, we ask each Partner Organization to complete an MOU. Each partner organization must have a current MOU on file to refer clients. Each MOU covers all staff at your organization who will be referring clients. The MOU will last for the calendar year it was submitted unless rescinded, by request and in writing, by either party.

Partner Portal

Once we receive the executed MOU, Partner Organizations will receive a link to create a Partner Record inside our CRM, called THRYV.

Once a Partner Organization account is created each organization will have access to the Dress for Success Greater New York City Partner Portal. Portal access offers each Partner the ability to communicate directly with our team and access important information through the portal. ***We encourage you to use the portal or respond to the messages sent from our system portal for faster and direct communication with our team.***

Client Referral Process.

Note: Carefully review this toolkit. If you have any questions feel free to contact us. It is your responsibility to review and provide copies to each of your staff that will be referring clients.

How does the client referral system work?

1. Please fill out and submit the Dress for Success Greater NYC *Memorandum of Understanding* included in this toolkit prior to referring your first client. You may submit the completed MOU to newyork@dressforsuccess.org
2. A successful partnership begins with you. We rely on our professional referral partners to screen potential clients prior to the referral. Please keep in mind that Dress for Success Greater New York City provides support and services to 'job ready or career facing' clients. This means the client has successfully completed vocational job training, workforce development training, AND has a confirmed internship, a confirmed job interview, or is prepared to participate in Dress for Success Greater New York City workforce development program.
3. Use the following link **PARTNER REFERRAL FORM** to submit the potential client information. Make sure all information is filled out and accurate. Once submitted, Dress for Success Greater New York City will be able to determine the next steps for the client.

Note: Inform your client a referral to Dress for Success Greater NYC will require them to submit their current resume. Clients with an interview appointment will receive a consultation prior to Professional Styling. Clients who refuse to participate may become ineligible to receive Professional Styling during their visit.

4. Due to the high demand for services, we are unable to provide next-day services. Please provide a minimum four-day window for clients scheduled for a job interview or start of an internship. We coach clients to be 'interview-ready,' or 'job-ready,' so that when they are presented with an appointment, they can respond at the appropriate time.
5. Once the client has been added to our system, they will be sent a link to schedule their own appointment. The client will receive confirmation of their scheduled appointment and all related information including reminders.
6. The client is responsible for time management. We send the client a reminder the day before their appointment. Please feel free to remind the client the day before the date of their appointment.

Note: **Cancellations.** If the client cannot make the scheduled time, remind the client to reschedule their appointment. If a client simply does not show, we take note, and if repeated no-shows are observed, the client will not be able to re-schedule. If referrals from Partner Organizations consistently do not show, we reserve the right to re-evaluate the partnership agreement.

7. Clients must arrive **alone and on time**. We must be advised prior to a client's appointment if they require additional assistance (due to disability, translator). Dress for Success Greater New York City provides services **by appointment only**. **Walk-ins are not allowed and will not be seen for services.**
8. Clients must possess and present a valid photo ID for appointments. Photographs of your ID will not be accepted.
9. **Clients must present a professional attitude.** We ask Partner Organizations to offer coaching to their referrals regarding appropriate and respectful behavior during their appointment. If an agency consistently refers clients who are not employable or exhibit unprofessional behavior, we reserve the right to re-evaluate the partnership agreement. In support of a mutually respectful environment, we have created the Client Bill of Rights which can be downloaded [here](#).

Welcome clients!

You are the most important part of Dress for Success Greater New York City! You are the reason we exist. So here is what we expect **from you, the client**, and an outline of the multiple workforce development services we provide. This toolkit provides you with the supporting resources you need to make reach your greatest potential. In this toolkit we offer you:

- Information About the *Referral Process*
- Supportive *Resources and Guidelines* for Clients
- Resources for *Making Your Appointment with Dress for Success Greater New York City a Valuable Experience*

and so much more! Keep this toolkit handy and if you have questions, please reach out to newyork@dressforsuccess.org and put CLIENT QUESTION in the subject line.

Important Client Guidelines:

1. **Clients must be on time.** We understand that trains may be slow, or people may get lost, or babysitters can be late, but clients should give themselves extra time to allow for unforeseen delays. We think of our client appointments as rehearsals for their interviews and lateness sends a damaging message to potential employees. If a client is fifteen minutes late, you will be asked to leave and reschedule your appointment.
2. **Clients may not bring any guests.** This includes but is not limited to siblings, friends, husbands, pets, and children. If you require outside assistance, you must notify us in the notes section when making your appointment.
3. Clients (or approved assistant) must bring and **present a valid photo ID**. Photographs of the ID will not be accepted.
4. Clients must present a **professional attitude**. Cursing, weeping, giddiness, aggressiveness, or negativity indicates a lack of readiness to enter the workforce and retain a job. Clients may not attempt to access restricted areas. Clients may not attempt to access or take more professional styling items provided during our professional styling experience.
5. Dress for Success Greater New York City promotes a **safe space and environment**. Dress for Success Greater New York City reserves the right to terminate a client's appointment and require the client to leave for violations of our policies.

Core Wrap Around Supports and Services:

1. **Workforce Development Experiences.** Dress for Success Greater NYC workforce development programs provide a holistic approach to providing job seeking women with an array of soft skills that help break down the barriers and constraints that impede them from successfully assimilating into the workforce and obtaining economic stability and sustainability.
2. **Career Center Services.** Our Career Center supports our client's employment efforts by allowing for self-directed job search and access to our Career Center specialists. These specialists promote confidence and professionalism by working one-on-one with the client to help create superior resumes, cover letters, provide career counseling, conduct mock interviews, and serve as a gateway to access a full array of wrap around services within the employment development cycle. Appointments for Career Center services are required.
3. **Professional Styling.** When a client is ready and has a pending job interview or internship it is time for what we are most well-known for, our professional styling. Clients work one-on-one with a highly trained volunteer who helps them select professional attire. They provide support, encouragement, positive reinforcement, and make sure clients step out with a boost of confidence. Clients who have a *confirmed job interview* are eligible for an interview styling appointment. Clients who have *secured employment* are eligible for an employment styling appointment. We love these additional appointments as it means our mission is succeeding.
4. **Career Building Services and Supports.** When a client secures employment, this is where the work begins. Clients who participate in Dress for Success Greater New York City's career development, network experiences and opportunities, not only get an opportunity to share their experiences with women in similar situations but have access to important topics such as communication skills, navigating promotions, balancing work and family, negotiating a pay raise, financial planning, and more. This is made possible through Dress for Success Greater New York City partnerships which brings our clients, industry leading experts as exclusive subject matter experts.
5. **SkyHive – Place Based Workforce- Ready Skills Assessment.** SkyHive offers clients a unique opportunity to evaluate their current skills, compare those skills with those needed for their desired career and to build a career pathway. This evidence-based, proprietary tool is offered in collaboration with SkyHive and our Partner JobsFirstNYC for women enrolled in Dress for Success Greater New York City workforce readiness supports and services.