

# Forging Strategic Partnerships



Meet without committing

Research the partner



Evaluate with your team

Negotiate a win-win



Get commitments in writing



## Capacity

*Where can staff capacity come from?*

*Can more capacity be found (volunteer or paid)?*

*Is the capacity reliable?*



## Funding

*What funding is required?*

*Which partner can offer funding and how much?*

*Can new funds be acquired?*



## Audience

*How can audience (clients, volunteers, donors) grow as a result of this partnership?*

*What audiences can each partner invite or recruit?*



## Assets

*What in-kind assets (equipment, space, supplies, or other property) can each partner contribute?*