

Partner Assessment Tool

Potential Partner: _____

Step 1: Determine Your Goals

Your goal(s) for partnership is/are:

- Access to population
- Credibility/ Use of brand
- Disseminate materials/messages
- Evaluation support/assistance
- Event support
- Expertise
- Funding
- Materials
- Mechanism to act
- Media placement
- Outside perspective
- Research assistance
- Other: _____

Can partner help you reach these goals?

Applicable stages of CDCynergy

- Phase II: Problem Analysis
- Phase III: Program Planning
- Phase IV: Program Development
- Phase V: Implementation
- Phase VI: Feedback

Is partner available at these stages?

Step 2: Match

Identify potential partners using the Universe of Possibilities handout. Then evaluate the match by identifying whether partner shows:

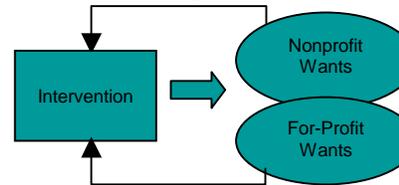
- Significant help with goals likely
- Identical needs
- Same core goal as CDC
- No obvious conflicts
- High level commitment
- Grassroots commitment.
- Significant resources allocated
- Excellent reputation
- Experience reaching this goal
- Similar corporate culture
- Shared vision of partnership
- Access to key target audience
- Funds for CDC goal
- Key skills to offer CDC
- History working with CDC

Match score : _____ of 15.

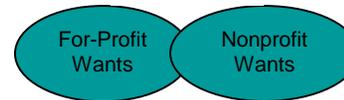
Is the partner a good match with CDC?

Step 3: Choose Model

Choose which type of alliance you plan to build:



or



Main goal for partner

Main goal for CDC

Step 4: Gauge Interest



Consider value of the exchange: What's in it for them? How important is that benefit to partner?



Investigate potential interest with those who know the partner, and the partner itself.



Make a judgment: Is this a match that will work? If so, what kind of commitment is necessary:

- One-time agreement
- Informal arrangement
- Shared long-term plan
- MOU or other binding agreement