**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:

- Intervention
- Nonprofit Wants
- For-Profit Wants

or

**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