Partner Assessment Tool

Potential Partner: ____________________

**Step 1: Determine Your Goals**

Your goal(s) for partnership is:

**Step One:** List the goal for creating this partnership. The partnership is a means to an end, not an end in itself. At the CDC, partnership interventions should be identified as part of the CDCynergy planning process. Ask yourself: Who can help me with this specific goal? That is what’s most important. Then consider when in the CDCynergy process, the partner needs to be involved.

**Step Two:** Often you must choose between potential partners to decide where to allocate energy and resources. Use this section to help determine if the potential partnership is a good fit. This could help you rank the potential partners. However, you may still want to pursue a partnership with a lower score because of other factors such as size or political considerations.

**Step Three:** Decide what kind of alliance you are building: one where both sides have the same goal or co-occurring goals?

**Step Four:** Finally consider the value of this partnership from the partner’s perspective. If you have gotten this far, you know the partnership is important to your goals. Can you stir the potential partner’s interest as well?

**Step 2: Match**

Identify potential partners using the Universe of Possibilities handout. Then evaluate the

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**Step 3: Choose Model**

Choose which type of alliance you plan to build:

- **For-Profit Wants**
- **Nonprofit Wants**

Or

- **For-Profit Wants**
- **Nonprofit Wants**

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

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

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