



CHECKLIST FOR DEVELOPING A PARTNERSHIP

The following steps are offered as a suggestion for developing partnerships, but each public health agency or other organization will need to assess its situation to determine which of these steps will be most useful for their situation and partnership goals.

Task	
<input type="checkbox"/>	Research potential partners and organizations. Familiarize yourself with each organization's mission, interests, and assets so that you can identify the benefits of the partnership to both your program and that of your potential partner.
<input type="checkbox"/>	Determine what resources, if any, your program can contribute to the partnership. Shared resources can include a variety of human, financial, or technical contributions, such as staffing, access to funding, and knowledge about the community or program.
<input type="checkbox"/>	Know your program and be able to describe it succinctly. Partners want to associate with those that can clearly articulate their goals, challenges, and successes.
<input type="checkbox"/>	Meet the potential partner in person, if possible. Since a critical component of partnerships is relationship building and trust, in-person meetings are always preferable.
<input type="checkbox"/>	Take the time to establish rapport and build trust. Recognize that a strong partnership takes time to develop.
<input type="checkbox"/>	Be ready to explain the specific needs of your program and why the partnership would be helpful. It can be helpful to write down key talking points so that you can communicate clearly and efficiently with potential partners.
<input type="checkbox"/>	Ask potential partners about their own needs and organizational challenges. As you listen to their needs and challenges, identify ways that a partnership can help them to meet their needs or minimize their challenges.
<input type="checkbox"/>	Ask about the resources that the potential partner can contribute to the partnership. Be prepared to offer some ideas based on your initial research and understanding of your program's needs.
<input type="checkbox"/>	Learn about the culture of the potential partner organization. Partnering with organizations that have values, beliefs, and missions that are similar to your organization can make the partnership easier and more successful.
<input type="checkbox"/>	Make a clear "ask" of the partner. If possible, your "ask" should be task-oriented with a beginning and an end. Don't expect potential partners to know what is needed from them; make it as easy for them to partner with you as possible.