

Identifying Mutual Strengths and Needs of Sponsor and Project

Knowing what you have to offer and where you need help is the beginning of a strong working relationship between a project and sponsor. Use the boxes below to chart your strengths and needs and those of your sponsor. Look for areas where you can support each other.

Example:	Strengths	Needs
	Strong project Case for Support	Opportunities to publicize successes
	Sponsor has strong media contacts	Help to define its mission

Your Project

Strengths	Needs

Your Sponsor

Strengths	Needs