

Questions to Consider for Strategic Partners

Since being actively involved in the community helps in raising funds, your strategic association with partners is key. For partnerships to be successful, there has to be mutual understanding of each partner's role in the community, what each has to offer the partnership, and what each partner needs from the relationship. Answer the following questions of yourself and of a potential partner before entering into a relationship that can be beneficial to both parties.

- How does the potential partner's mission align with ours?
- What is the potential partner's role in the community? Whom does it serve?
- How do the programming, services and products of our two organizations complement one another?
- What are the resources (people, money, expertise, relationships, facilities) and the gaps that each organization brings to the table?
- What new opportunities become possible by combining forces?
- What are any potential risks or conflicts in partnering with the organization?