Altarum

Grow Your Impact by Understanding Your Community
ACTIVITY 3: EVALUATE POTENTIAL PARTNERS

Introduction

Performing an environmental scan is an essential step for organizations to build a strong value proposition. It involves systematically studying the external environment in which the organization operates to identify opportunities and potential threats. Conducting an environmental scan involves assessing your **community's needs**, understanding the **policy context** of your program and organization, and **assessing potential partners** for your work.

Tailoring your value proposition to pursue partnerships can multiply your resources, networks, and expertise, creating new opportunities for you to deepen your impact in the communities you serve. This activity will guide you through brainstorming and evaluating potential partnerships.

Instructions

1. Partnerships between your organization and others can help your organization shore up weaknesses and mitigate threats, and partners benefit from your strengths and the opportunities available to your organization. As a first step in considering partnerships, perform a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis for your organization.

Strengths: What does your organization do well?	
Weaknesses: What are your shortcomings and programmatic gaps?	
Opportunities: How can you exploit your strengths to deepen your impact?	
Threats: Are there significant challenges on the horizon?	

2. Populate the table on the following page with potential partners and answer the prompts in each column to assess each potential partner and plan your next steps.

Potential Partner Assessment

Potential Partner	Purpose How could this partnership meet an organizational need?	Our Benefit How can we meet the potential partner's needs?	Resources What do we need to make this partnership successful?	Interest How interested in partnership is this entity or individual?	Priority Is this potential partner a low, medium, or high priority?

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