

Partnership Evaluation Tool and Guideline

Strategic partnerships help to address gaps in quality, strengthen community relationships, and reach diverse demographics in need of your services. They can also provide exciting opportunities. Reversely, the wrong partnerships can create risk and have negative consequences to your work.

This evaluation tool helps you to ensure that you leverage valuable partnerships while ensuring that you achieve quality and consistency for your project.

Someone on your team should be responsible for identifying and maintaining local partner relationships, with support from others as needed. This tool aims to help guide you to minimize the negative impact and time it takes to identify, explore and evaluate new partners.

When the opportunity to engage in a new partnership presents itself or is proactively sought out, use the following questions to help determine the fit of the partner.

- 1) Would this partnership require a rush activation?
- 2) Is this partner at the top of their field within their domain or area of work?
- 3) Would this partnership support our overall strategy or require a shift in focus?
- 4) Will this partnership fill a gap and/or existing need?
- 5) Is this partner asking for more than we can deliver. Will this collaboration allow us to be a good partner and to fulfill our requirements?
- 6) Does this partner hold and adhere to the same standards as we require of ourselves?
(Child Protection, inclusion, other best practices and seals of quality and approval)
- 7) Does this partner and their brand match our tone and voice?
- 8) Does this partner and their brand match our values?
- 9) Do the motivations of the partner in developing this collaboration match our goals?