

External Relationship Assessment

Goal: To understand your current partnerships and the strengths, challenges, areas of opportunities, and your organizations relationship with the community.

Tool: Use as a starting point and guide to the effectiveness of your partnerships and relationship in the community.

Examine your Partnerships

1. Who are your partners (identify every agency, business, school, hospital, officially involved with your organization)?
2. What is their mission/vision
-where is the overlap/commonality?
3. Who is their target population?
4. What strengths/assets do they bring to the partnership?
-Is this a mutually beneficial partnership?
5. What limitations/challenges do they bring?
-How do they affect your organization's sustainability?
6. How do they benefit from the partnership?
-Is this costing your organization too much or just enough?
7. What potential is there for strengthening the partnership?
-Do you want to continue partnership post contract term

Adapted from the Sustainability Planning and Resource Development for Youth Mentoring Programs, Revised September 2007.

Helpful Supporting Documents

- Memoranda of understanding (MOU's), contracts, your grant proposal, and other formal documents that describe your formal relationship with partners
- Rosters of the Boards of Directors of your Partner
- Brochures or other marketing materials

Examine the community where you provide services

1. What are your community's significant, unmet needs (e.g., housing, public health, crime, school dropout rates, gentrification, etc.)?
2. How does your program help meet community needs?
3. Who are your competitors in the area?
-What is your relationship?
4. Are there environmental/political/social barriers?
5. Who are your allies in city, county, or state governments who are committed to your organization/mission?
6. What local foundations, businesses, or individuals support organizations like yours, through direct financial or in-kind support in your community?

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