

# Partnership Mapping Tool

## What is the issue we want decision makers to act on?

### Who cares about the issue?

1. Who works on it (business, non-profits, educational institutions, foundations)?
2. Who studies it?
3. Who experiences it? How does this issue affect them? How am I including them in working on the solution to this issue?
4. Who in the government works on it?
5. Who covers it in the media?

### Who has connections to people and organizations?

1. Who do we know that works there?
2. Who in our circles has people that work there?
3. Who in our faith community has connections?
4. Who in our neighborhood has connections?
5. How do you contact them? How can you connect while we are still in a virtual environment?
6. When will you contact them?

### What does the initial conversation sound like?

1. How do you prepare for the meeting? What type of research do you do?
2. How do you learn about their organization in a meeting?
3. What might you try together? (**Try something!** An speaking event, a joint lobby meeting, write a joint letter to the editor or article, etc.)
4. What is the next step?

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## Sample questions for potential partners:

- What does your group/org. want to accomplish?
- What are your goals?
- How do you measure it?
- Where do our values align? Where do they conflict?
- How do we highlight common values?
- How would you define your strengths?
- Where do you feel you have gaps to fill and need certain expertise?
- Let's try something, what can we try to do together?
- What is the next step?

