

PARTNERSHIP IMPACT EVALUATION GUIDE

HOW ARE YOUR PARTNERSHIPS PROGRESSING?

AGREED UPON VISION

While all aspects of your partnership deliverables may not be agreed to initially, the general vision and aim of the partnership should be articulated so both/all parties are on board and communicating the same message from Day One.

COMPARATIVE ADVANTAGE

Partners should fill each other's organizational gaps, help achieve mutual goals faster and deliver impact more efficiently. Goal alignment, roles and responsibilities and mutual benefit from partnership should be clear from the beginning.

FITS BUSINESS

A partnership will not be sustainable in the long term if it is not built into the usual way of doing business. Identifying the business benefit of the partnership (among all parties involved) will improve efficacy and return on investment.

RETURN ON INVESTMENT

It is best to calculate the expected return on investment from this partnership as soon as possible. Keep partnership investment and spend rate in line with the expected cost vs. benefit and adjust costs if financial, social or environmental ROI is off.

DECISION MAKING

Overall priorities must be agreed to before undertaking the partnership. Ranking priorities (internally first, jointly second) is a useful exercise and should be agreed to be all decision makers.

MESSAGING & COMMS

Evaluate all co-messaging and co-branding opportunities. Bring In Comms team early to keep messages in line and similar between partners.

ENGAGE EMPLOYEES

Tap into employees' creativity and idea generation via volunteer days, giving periods, work share, technical assistance, leveraging social media, advocacy, or other means to ensure a sense of joint ownership and mutual success.

MONITOR & MEASURE

Utilize an agreed upon measurement tool to track partnership impact and check in every 3-6 months on budget, deliverables, timeline and roles. Have clear go/no-go scenarios.

LEADERSHIP BUY-IN

Having a strong leadership champion within each organization is critical. Educate internally on importance of partnership and consider leader-to-leader dialogues to keep momentum and messaging consistent.

ROLE DEFINITION

It is essential to clarify roles and responsibilities regarding project reporting, monitoring, budget tracking, implementation, and communications from the beginning. This keeps partnership on track throughout.

SHARE LEARNINGS

Identify thought leadership opportunities, consider attending conferences together to tell the partnership story, joint blog writing, media mentions, or joint social media posts.

CLEAR BENEFIT

A partnership is not sustainable if there is no mutual benefit. Make sure to evaluate the overlap of opportunity for each partner, and adjust elements of the partnership as needs evolve and change every 6-12 months at a minimum!

The guide is designed to use repeatedly, with different partners, and at different stages of your partnership development.