# Potential Partners Worksheet

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| **Segment of Target Population:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Potential Partner Organization** | **Organization Representative** | **Potential Role in Partnership** | **Potential Contribution to Partnership** | **Message to Engage Partner** | **Method of Communicating Message** | **Person Delivering Message** |
| *School* | *Principal Dan* | * *Care Team Member*
* *Advisory*
* *Taskforce*
 | * *Referrals*
* *Care plan development*
 | * *Improve low attendance*
* *Decrease behavior issues*
* *Improve low test scores*
* *Reduce teacher stress/burnout*
 | * *PTSA Mtg*
* *Email*
* *Phone*
* *School Board Mtg*
 | *Janice* |
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## A Checklist for Organizing Partnership Engagement

* Ask partners to describe what they can bring to the partnership; this is also a way to assess their level of commitment.
* Create a compelling message based on your assessment of the community’s need for addressing behavioral health.
* Identify how each partner will benefit from the partnership and how the partnership will benefit from the other’s participation. Discuss the consequences and next steps in the event that a particular partner does not want to engage in the partnership.
* Identify how the message should be delivered. You can engage partners through large events, meetings and 1:1 conversations.
* Review the role each organization will play in your partnership.
* Use relevant data to support your partnership and goal while soliciting your partner’s engagement. Sharing data that highlights your organizations priorities can effectively mobilize support for this initiative.