

Forming an Alliance or Partnership

Step	Background/Example
Write up your reasons for partnering	To offer one another's members services; To work together on a large-scale funded project you couldn't do alone; To increase the number of volunteers on a "get out the vote" initiative.
Define stakeholders	Your network and all the networks of alliance members, any new stakeholders (funders, public partners) who might be attracted by the larger initiative.
Outline each groups needs and strengths	One group may run history tours, while another one hosts an after school program for youth.
Talk about each group's reputation and reach within the community	Each group likely has different levels of influence and skills with familiarity among different community groups and outside leaders.
Identify leaders	Leaders should come from all groups and they should be able to help build the coalition.
Define the steps and roles necessary for success	What specifically has to be done? When? Who will do it? What happens if things don't go as planned?
Design strategies to divide tasks fairly	Make sure that you have good communication and processes around deciding who will do what and following up with one another. In partnerships, it is easy to assume someone else is doing the work.
Create a plan to measure effectiveness	Regularly evaluate your work together and create plans for providing feedback and changing things as necessary.