**Use this grid to identify potential strategic partners.**

**POTENTIAL ALLIANCE PARTNERS**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name of  Potential Alliance | ABC Nonprofit | XYZ Nonprofit | |  |  |  | |  |  |
| Our value to them(describe) |  |  | |  |  |  | |  |  |
| How would they rate that value?  L/M/H |  |  | |  |  |  | |  |  |
| Describe any prior discussions |  |  | |  |  |  | |  |  |
| Their value to us(describe) |  |  | |  |  |  | |  |  |
| Our rating of  that value to us  L/M/H |  |  | |  |  |  | |  |  |
| Their receptivity  to alliance |  |  | |  |  |  | |  |  |
| Do they have a history of alliances |  |  | |  |  |  | |  |  |
| Potential barriers to an alliance |  |  | |  |  |  | |  |  |
| Factors that favor alliance |  |  | |  |  |  | |  |  |
| How will it advance the mission of both organizations |  |  |  | |  |  |  | |  |
| Benefits to those served |  |  |  | |  |  |  | |  |
| Synergies created |  |  |  | |  |  |  | |  |
| Key contact  Person in the alliance organization |  |  |  | |  |  |  | |  |
|  |  |  |  | |  |  |  | |  |

*Courtesy of Richard Haviland, DANA Consultant.*