Partner Mapping - Template

This template walks you through the steps of identifying potential partners whose missions align with your objectives. You can fill out the table below as a tool to assess the organizations you are considering.

We have included some evidence creator and curator criteria, namely:

* **History of Collaborative Work & Shared Values**: Demonstrated history of collaborative work in specific area of interest; alignment with your organization’s mission and principles
* **Partnership Enhancement and Risk Assessment**: Potential to enhance our efforts through specific ways e.g., increasing reach or innovation
* **Reaching the Same or Complementary Target Audiences**: Demonstrated ability to reach our target audience, characterized by [specific demographics or characteristics]
* **History of Successful Collaborations and Partnerships**: Proven track record of successful collaborations, with measurable outcomes such as [specific metrics or results]

However, feel free to add your own based on your personalized goals.

Place a checkmark in the corresponding column if you have sufficient information to confirm the organization’s alignment with that specific criteria. To help you complete this column, we encourage you to reflect on the following corresponding questions:

* **History of Collaborative Work & Shared Values**: *What kind of work has this organization done in the past? How does this align with your organization's goals? Who have they worked with in the past that is of interest to you? Who have they worked with that may not be aligned with your interests?*
* **Partnership Enhancement and Risk Assessment**: *How far does the organization’s online reach span (e.g. social media followers, partners featured on their website, etc.)? Who are the key players in the organization (e.g. leadership) and how far does their reach span? What is the quality of their following/reach (e.g. not just how many followers but who is following them)?*
* **Reaching the Same or Complementary Target Audiences**: *Thinking specifically about your target audience, how connected is the organization to this audience? How does their past work map onto this demographic, to what extent, and in what ways?*
* **History of Successful Collaborations and Partnerships**: *How does the organization talk about its impact? Is it measurable? Is it self-reported? Is there a lot of room for interpretation or is there triangulated impact? How much does the organization seem to value this reported impact and how much does it drive their efforts? Do they lead with this information or did you have to speak with someone to get answers to these questions?*

| **Organizations** | **Website** | **History of Collaborative Work & Shared Values** | **Partnership Enhancement & Risk Assessment** | **Reaching the Same or Complementary Target Audiences** | **History of Successful Collaborations & Partnerships** |
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| *Example: EdReports* | *https://www.*  *edreports.org* | *✓* |  |  |  |
| *Example: Digital Promise* | *https://www.*  *digitalpromise.org* |  |  | *✓* |  |
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