

Collaborating with New Partners Worksheet

1. Choose a specific implementation project that lacks a key partner, and describe it in as concrete terms as possible. *For example: launch a rural transit service to provide an affordable form of transportation for local workforce*
2. Name a key organization or player that needs to be involved to make this happen. Who is this potential partner, and why is their involvement essential? *For example: a local employer with a significant workforce*
3. How will you engage that partner? Map out specific steps below:
 - a. What is your pitch? What will that partner “get” if they are involved? How does it serve the mission or add value to that organization?

b. Who should deliver the “ask”?

c. When and how should the initial pitch take place?

d. If the pitch is turned down, how will you respond?

4. Once the partnership is established, what steps will you take to maintain and improve the partnership over time? What is the long-term “pie-in-the-sky” potential of this partnership?