

STEP 4 ENGAGE PARTNERS STRATEGICALLY: ALIGNING PARTNERS EFFECTIVELY WITH ADVOCACY STRATEGIES

Part 1: Identify partner strengths

Introduction: This interactive worksheet can be used to guide the strategic engagement of partners for effective advocacy planning. This tool will help in assessing partner strengths, addressing their needs, assigning roles, fostering collaboration, leveraging networks, and defining specific tasks. Completing the worksheet involves envisioning how each partner's strengths contribute to advocacy goals. Refer to the partner checklist in Step 2 as you refine your list of partners to engage.

List all of the potential partners who share your advocacy goal or have intersecting interests and identify their relevant characteristics:

- 1 Expertise:**
What specialized knowledge, skills, or subject matter expertise might this partner have within their organization?
- 2 Expectations:**
What expectations might this partner have for the process or outcome that is driven by their interests?
- 3 Contributions:**
Does this partner likely have available resources such as funding, expert capacity, supporters that can be mobilized, or infrastructure (e.g., facilities, technology) to contribute to the effort? Be sure to provide specific information.
- 4 Concerns:**
Are there any reservations, uncertainties, or potential challenges the partner may have regarding their involvement?

STEP 4 – ENGAGE PARTNERS STRATEGICALLY: ALIGNING PARTNERS EFFECTIVELY WITH ADVOCACY STRATEGIES

Partner Name	Expertise	Expectations	Contributions	Concerns

STEP 4 – ENGAGE PARTNERS STRATEGICALLY: ALIGNING PARTNERS EFFECTIVELY WITH ADVOCACY STRATEGIES

Part 2: Match partners with roles that align with their strengths

For example, patient advocates may have personal testimonies that can help improve emotional appeal.

OBJECTIVES	What partners can be an asset to advancing this objective?	In which activity can this partner engage?	By when does this activity need to be completed?
1			
2			
3			

STEP 4 – ENGAGE PARTNERS STRATEGICALLY: ALIGNING PARTNERS EFFECTIVELY WITH ADVOCACY STRATEGIES

(continued)

OBJECTIVES	What partners can be an asset to advancing this objective?	In which activity can this partner engage?	By when does this activity need to be completed?
4			
5			
6			
7			