

Mapping Organizational Partnerships

STEP 1:

- Use the blank map on page 2, or draw your own (for example, on a flip chart).
- Write the name of your project in the center. Add circles or blocks around the center circle as you work through this brainstorming activity.
- On the lines leading to the outer circles, write the different roles you'll need to fill to succeed in the project. For example, "Compost technical service providers" or "Farmer networks."

STEP 2:

- In the corresponding circles, brainstorm potential partners (people or organizations) to fill these needs.
 - Draw arrows to help you visualize the connections between entities and needs (for example, a community partner might also be able to meet the need for compost expertise).

STEP 3:

- Once you've identified some likely partners, repeat the exercise in different ways:
 - Add additional needs and more circles
 - Draw circles around circles to create clusters of partners related to the same need.
 - Change color and draw a second set of lines from your project back to each partner, identifying what your project can offer back. For example, "Training in how to compost" or "food scrap diversion."

Now that you have a list of potential partners and a clear idea of the roles they can play in your project and how your project might also benefit them - it's time to start reaching out! Be sure to have a clear project synopsis ready to share if they ask for more information.



