

NORTH AMERICAN BIRD CONSERVATION INITIATIVE'S



FIELD GUIDE

TO DEVELOPING

PARTNERSHIPS

WORKSHEETS

WORKSHEET: Looking Beyond Birds to Find Partners

- (1) What outcomes will your project have that are not specifically linked to birds?
(E.g., clean or available water, expanded or improved natural areas, increased coastal resilience)

- (2) How might these outcomes add value to organizations whose primary focus is not birds?
(E.g., improved human health/community well-being, homeowner security in coastal areas, water security for ranchers or communities, regulatory certainty)

- (3) As a result of a stakeholder analysis, what organizations did you identify that may value these broad outcomes?

- (4) What information have you gathered about these potential partners' mission, values, priorities, interests, communication styles, cultural norms, and political interests?

- (5) How will you use this information to prioritize which organizations or individuals you will focus on, and to develop a communication strategy that will resonate with the potential partner?

WORKSHEET: Reaching Out and Communicating

(1) How will you connect with this new organization or individual initially?

(a) What existing connections can you engage?

(b) What characteristics will make an initial liaison effective in connecting with this potential partner, and who in your network fits those criteria?

(2) How have you framed your messaging to connect with the potential partner's interests, priorities, and values?

(3) What assumptions or biases might you hold about this partner (and vice versa) and how might these be acknowledged and overcome?

