

Instructions

With your list of Top 100 Partners assigned to quadrants, sort your list to identify the top three people it is most important for you to contact and invite to your work. Use the matrix below to score each person in the quadrant.

- 1. Rank the list in each quadrant.** Write each person's name and organization (if known) in the first two columns of the matrix. Paul Born of Tamarack¹ recommends using specific criteria for this ranking. A "perfect" score is a 15 in this ranking. Those with the highest scores are most likely the individuals or groups you want to contact first.
 - 5 points are given to individuals with whom anyone in the group has a **close personal relationship (Column A)**. Those with lesser relationships receive a rating less than 5. *How do you rate a relationship? Paul suggests if a person can ask another person a reasonable favor and, because of the strength of the relationship, they are likely to get a yes, it is a 5 point relationship.*
 - 5 points are given to each person or organization for their **perceived influence and their ability to contribute to achieving the goal (Column B)** of your OAH grant program. If they are perceived to have a lot of influence on assets, resources, and access, this is a 5 point relationship.
 - 5 points are given to those, from your perspective, are at a **high "readiness to partner (Column C)"**. How closely does your thinking on teen pregnancy line up with their thinking? If they seem to be thinking along a different path, you may need to give them a lower rating. There is not a clear way to assess this. Use your or the group's "gut" to come up with your best guess for a points value.
- 2. Consider whom to approach first.** Now, rank your prospect list by choosing the partners you want to approach first. The more you know about a potential champion, CAG or YLC member, or partner, the easier it is to customize your approach. Paul Born suggests you look for two things at this stage: 1) a set of names that will give you some quick success (this is sometimes called the "low hanging fruit" that you can "pick" easily). The "low hanging fruit" include people you and your group know well and are sure to participate if asked. And 2) a list of contacts from your list with significant influence in their sector or quadrant. These are people who will bring credibility to the issue of teen pregnancy and who, once they are supporting you, will make it easier for you to engage other key community influencers in their quadrant.
- 3. Craft your approach and the "ask."** Brainstorm how you might make the approach, but proceed with caution. Some people will not mind being asked for a commitment on the initial visit; others may prefer to simply receive more information and be left to think about it. Depending on the strength of relationship with the person, it may be wise to use the first meeting as an opportunity to merely introduce yourself and your program, and try to leave only with a commitment for a second meeting. At the end of the first meeting, ask the potential partner "is there any other information I can send to you, or questions you would like me to answer when we get together again?"

¹ Adapted from *Community Conversations: Mobilizing the Ideas, Skills, and Passion of Community Organizations, Governments, Businesses and People* (2nd ed.) by Paul Born (2012, BPS Books, Toronto).

