

4. Evaluate an Opportunity for Allied Outreach

Who are the possible partners?

What would we ask an allied organization?

What specific opportunities can we pursue to talk about the value of League membership (i.e. a linked Web site, a brochure distributed at an event, co-hosting an event)?

What is the size of an event? If the request is to cosponsor an event, are there likely other benefits (e.g. media coverage)?

How many members does the organization have that League might reach?

Is there a turn-key opportunity to ally with an organization?

Does this opportunity fit with our larger goals?

Are there opportunities outside of a specific event that might be pursued?

What are our connections to this organization?

What's in it for us? For them?

How do we prioritize among opportunities?