Using Social Marketing to Build on Extension's Strengths

Pre-conference Workshop
AFCPE Annual Conference
November 14, 2007

Worksheet for Selecting Effective Strategic Partners

☐ Value OF Strategic Partner ☐ Value TO Strategic Partner

Criteria (Your Goals)	Weight (1-100)	Rating* (1-10)	Weight X Rating
	Total=100	Score	

*Rate the extent to which each SP will meet your goals: 1=not at all; 10=extremely well.

Notes _____

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Adapted by Dena Wise from materials received at Nonprofit Marketing and Distribution Strategies for Investor Education: A Symposium. Tuck Executive Education at Dartmouth. Sponsored by NASD Foundation. May, 2007.