

Partner Worksheet

The “who” of partner recruitment heavily depends on an event’s goals and objectives. That being said, broad assumptions can be made about the type of partners that should be engaged. The chart below will help you identify partner types, roles and points-of-contact. We’ve provided examples to get you started.

THE GOAL OF THIS EVENT IS TO:	PARTNER TYPES	PARTNER ROLE	SPECIFIC PARTNERS (ORGANIZATION & POINT OF CONTACT)
<p>RAISE AWARENESS AMONG THE GENERAL POPULATION</p>	<ul style="list-style-type: none"> • Parents and teens • Pharmacists and healthcare professionals • Law enforcement • Coalition leaders 	<ul style="list-style-type: none"> • Parents/Teens: Speakers and press spokespersons • Pharmacists/healthcare professionals: Speakers, press spokespersons, staff collection sites • Law enforcement: Speakers, press spokespersons, staff collection site, staff event • Coalition leaders & members: Organize, facilitate and staff event; speakers and press spokespersons; provide in-kind services 	
<p>ENGAGE TARGET AUDIENCES: Medical community—including pharmacists, doctors, veterinarians and hospitals, personnel—pharmaceutical companies, employers, politicians, law enforcement, realtors, senior communities, educators, teens, young adults</p>			
<p>PROMOTE A PARTICULAR ACTIVITY</p>			
<p>PROMOTE THE PASSAGE OF SPECIFIC LEGISLATION</p>			
<p>PROMOTE THE LAUNCH OF A NEW INITIATIVE</p>			
<p>RECOGNIZE THE VALUE OF TREATMENT AND PREVENTION WORKING TOGETHER TO ADDRESS RX ABUSE</p>			

THE GOAL OF THIS EVENT IS TO:	PARTNER TYPES	PARTNER ROLE	SPECIFIC PARTNERS (ORGANIZATION & POINT OF CONTACT)
ACKNOWLEDGE THE EXISTENCE OF A NEWLY-FORMED PARTNERSHIP THAT WILL EFFECTIVELY ADDRESS COMMUNITY RX ABUSE			
GOAL:			
GOAL:			
GOAL:			