

## “Allies Matrix”<sup>1</sup> Worksheet

Brainstorm a list of potential allies (key **stakeholders**, **opinion leaders** and potential **collaborators**) who exist in your focus area, care about your issue, and might be willing to take some action. Allies can be individuals, formal organizations or agencies with staff, volunteer organizations, church groups, non-profits, or community organizing groups that work with specific communities or sub-populations. However, you should only include those with whom there is a viable way of developing a relationship.

After you have developed your initial list of allies, place their name in the first column of the table below. Then fill in each appropriate box to the right that describes this ally. Once the matrix is complete, prioritize those allies you will seek to work with, first, in the development and implementation of your substance abuse prevention plan. You should also look for partners who complement your own abilities. For example if your coalition has strong influence with legislators, you might lower the priority of this attribute when evaluating potential partners.

Contact information for organization or person whose mission/ vision includes prevention	Do you have an existing relation-ship?	What are their prevention mandates (if any)?	What are their prevention goals?	Where applicable, what is their target population and geographic coverage area?	What are their resources?	What are their needs?	How does collaborating with you, or supporting your project, benefit them?	What’s their “market share”? (e.g., credibility, influence, reach)

<sup>1</sup> This worksheet is adapted from one developed by the Praxis Project, a project of the Tobacco Technical Assistance Consortium which is funded by Robert Wood Johnson, The American Legacy Foundation, and the American Cancer Society. This worksheet is included in the Praxis Project’s “Fighting Back on Budget Cuts; A Toolkit,” which can be found online at: [www.thepraxisproject.org/toolkit/index.html](http://www.thepraxisproject.org/toolkit/index.html).