

Identifying the Value Proposition for Smart Partnerships in Cancer Control

Recommendations



Think beyond a donation

Consider what you need to be successful in your program goals in terms of

- Expertise
- Resources
- Networks
- Communication channels
- Long-term win-win funding support aligned with partner brand

What is the potential partner's brand?

How can you explain your program goals in a way that aligns with the brand of the partner organization?



Key questions

How might partnering benefit the potential partner's

- Visibility
- Reputation
- Learning
- Engagement as a responsible citizen
- Competitive advantage
- Creative differentiation



Remember to

- Provide deliverables that reflect responsible citizenry
- Measure outcomes to quantify impact
- Align value with brand identity of smart partner
- Create long-term partnerships (no one-off asks)
- Be transparent about how you are stewarding funds

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