When determining if a partnership is a good fit, ask yourself these questions:

**Mission alignment**
- Does their mission align with yours?
- Is the association between your organizations mutually beneficial?
- Ideas for partnerships:
  1.
  2.

**Expansion of reach**
- Will the partnership help you reach your target market?
- Will the partnership reach a new or untapped market?
- Could this partnership open the door to other benefits?
- Ideas for partnerships:
  1.
  2.

**Value add to members/guests**
- Does the partnership give your members/guests an experience your museum does not provide?
- Ideas for partnerships:
  1.
  2.

**Developing a process that works for your museum:**
- Who on your team should be involved in the selection of marketing partnerships?
  - Board? Trusted volunteers? Staff?
- Who on your team should be involved in the oversight of marketing partnerships?
- How often should your team meet?
- What is the function of your team?
  - To filter requests that come to you?
  - To identify requests you would like to make?
  - To manage on-going partnerships?
  - Hybrid?
- How will your team assess whether or not a partnership is appropriate and beneficial?
- How will your team assess whether or not a partnership is successful?