



Understanding Partner Motivation, Involvement, and Recognition

1. Review the roles that different partners may play (**strategic, tactical, operational**, see table below).
2. Review the **motivation, involvement, and recognition** preferences that different members may bring to a partnership or community collaboration (page 2).
3. Reflect on 1-3 partners and respond to the prompts in the tables (pages 3-5):
 - a. What motivation statement or statements best match this partner? (“Doing good...”)
 - b. How would they like to be involved? What role might they play in your program, project, or network?
 - c. What kind of recognition might this partner prefer? What might that look like?
 - d. What insights or possible actions does this bring to mind?
4. Share your takeaway on the [Self-Study Form](#).

Strategic	Tactical	Operational
Focused on vision and mission, setting direction, finding key resources and relationships.	Focused on planning and organization, allocating resources and managing process, programs, and partners.	Focused on action and implementation, getting things done, fundraising, building the network.
Big picture and long-term.	Medium-term, connect operations to strategy.	Short-term delivery of activities, events, products and services.

Partner Motivation: Doing Good...

Is A Tradition

- **Involvement:** Strategic/Tactical. Give time and funding. Focus on mission and impact.
- **Recognition:** Shared public recognition to reach their constituents and invite partnership.
- **Key words:** History, family, tradition, responsibility

Feels Right

- **Involvement:** Strategic. Act independently, often funders. Focus on outcomes and impact.
- **Recognition:** Quiet recognition if at all.
- **Key words:** Purpose, social responsibility, impact

Is The Right Thing

- **Involvement:** Operational. Give time, talent and treasure. Focus on mission and outcomes.
- **Recognition:** Shared public recognition connected to values
- **Key words:** Duty, purpose, service, good works

Is Fun

- **Involvement:** Operational. Give time, talent and treasure. Socially networked. Focus on results.
- **Recognition:** Individual recognition among peers and group praise
- **Key words:** Fellowship, fundraising, bring community together, special events

Is Good for the Community

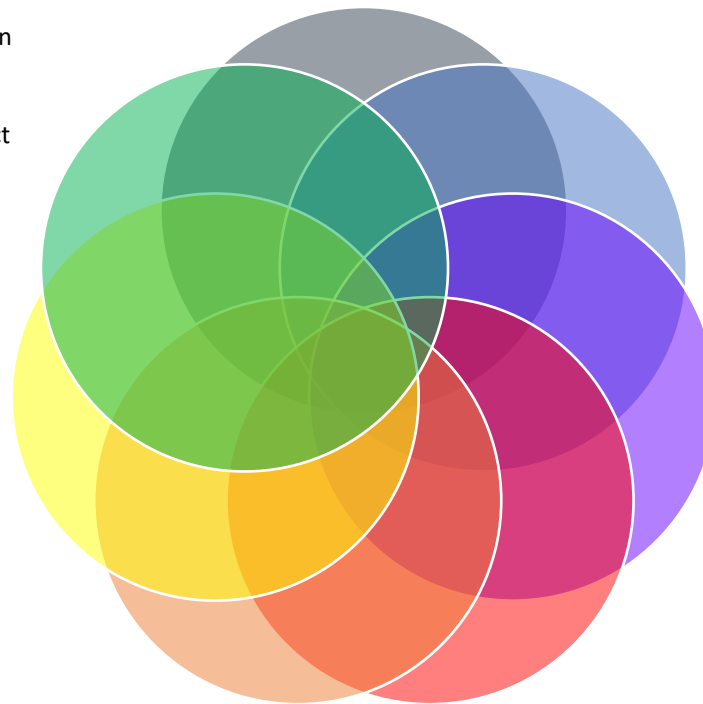
- **Involvement:** Tactical. Give time and talent. Socially networked. Focus on impact.
- **Recognition:** Shared public recognition focused on community values
- **Key words:** Service, civic responsibility, accountability, leadership, effectiveness

In Return

- **Involvement:** Operational. Give time, talent and treasure. Focus on results and effectiveness.
- **Recognition:** Recognition among colleagues
- **Key words:** Grateful, paying back, made a difference, social responsibility, support each other

Is Good Business

- **Involvement:** Tactical. Often funders. Focus on results and outcomes.
- **Recognition:** Public recognition, co-branding
- **Key words:** Results, impact, opportunity, leadership, win-win, effectiveness



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<p>Involvement</p> <p>How would they like to be involved?</p> <p>What role might they play in your program, project, or network?</p>	
<p>Recognition</p> <p>What kind of recognition would this partner prefer?</p> <p>What might that look like?</p>	
<p>Action</p> <p>What insights are emerging?</p> <p>What actions might you take to better align?</p>	

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