SPARQ Partner Outreach Toolkit

Step 1
In your own words, what problem is your research trying to solve?

Step 2
Rephrase your problem by completing this sentence: Holy smokes! Did you know…

Step 3
List 3 groups that can help you solve this problem. Be concrete and specific.
1.
2.
3.

Step 4
Choose one of the audiences in Step 3, preferably one that will listen to you and that has the power to make change.

Step 5
What beliefs and values does this audience share with you?
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Step 6
What beliefs and values does this audience not share with you?

Step 7
What exactly can you do for this audience? Once again, be concrete and specific.

Step 8
What exactly do you want this audience to do for you? What is your “ask”?

Step 9
To persuade this audience to partner with you:

1. Write one sentence that connects you with your audience’s values or beliefs.

2. Write one sentence that removes barriers to cooperation by addressing (but not reinforcing) a core belief or value you don’t share.

3. Make a concrete and specific ask of your audience.

4. Share a vision of how the world will be better if your audience cooperates.