ORGANIZATIONAL ASSESSMENT

EXTERNAL RELATIONS QUESTIONNAIRE

To be completed separately by each of the following:

• Board Chair
• Executive

1. Is the organization a member of any alliances, networks, collaborations, coalitions or federations?

   Yes ________   No _________
   
   If yes, please list and indicate those in which the organization is active:

   ____________________________________________________________________________________________________
   ____________________________________________________________________________________________________
   ____________________________________________________________________________________________________
   ____________________________________________________________________________________________________

2. Does the organization issue any of the following:

   Annual report  Yes ________   No _________
   Newsletter     Yes ________   No _________
   Brochure(s)    Yes ________   No _________
   Press release(s)  Yes ________   No _________
   Other:  ______________________________________________________________________________________________

3. Does the organization have a web site?

   Yes ________   No _________

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EXTERNAL RELATIONS QUESTIONNAIRE (continued)

4. Do board members represent and communicate the organization’s mission, goals, services and accomplishments to:
   
   the public   Yes ________   No _________
   
   and to key external decision-makers including:
   
   funders   Yes ________   No _________
   
   government   Yes ________   No _________
   
   the media   Yes ________   No _________

5. Does the executive represent and communicate the organization’s mission, goals, services and accomplishments to:
   
   the public   Yes ________   No _________
   
   and to key external decision-makers including:
   
   funders   Yes ________   No _________
   
   government   Yes ________   No _________
   
   the media   Yes ________   No _________

6. Does the organization systematically monitor legislative and regulatory activity that has implications for the organization and/or its constituents/community?
   
   Yes ________   No _________

7. Does the organization have a system for obtaining input/feedback from individuals and groups affected by its mission, activities, methods and results?
   
   Yes ________   No _________
   
   Please describe:____________________________________________________________________________________
   
   ______________________________________________________________________________________________
   
   ______________________________________________________________________________________________

8. Does the organization have any staff dedicated to:
   
   public education/outreach to potential consumers/participants   Yes ________   No _________
   
   public relations   Yes ________   No _________

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EXTERNAL RELATIONS QUESTIONNAIRE (continued)

media relations and/or marketing  Yes ________  No ________
If yes, how many full time? ____________  Part time? ____________

9. Does the organization engage directly, or through participation in alliances, in:

government relations activity  Yes ________  No ________
Please describe: ____________________________________________
______________________________________________________________________________
______________________________________________________________________________

public policy advocacy  Yes ________  No ________
Please describe: ____________________________________________
______________________________________________________________________________
______________________________________________________________________________

10. Has the organization made the election under Internal Revenue Code section 501(h) regarding the reporting of lobbying activities on Form 990?
Yes ________  No ________

11. Has the organization, within the past two years, engaged in a systematic analysis of potential strategic alliances with other organizations or groups that might enhance or strengthen the organization’s work in fulfillment of its mission?
Yes ________  No ________
If yes, please describe and also indicate any actions taken as a result of that analysis: ________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

(Any questions that were answered “no” indicate that the item should be given attention.)

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