



## TO-DO LIST

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### STEP 1: FINDING PARTNERS

Partners can help broaden your reach and increase awareness. Develop relationships with organizations with compatible missions.

ACTION	TIPS
<b>Find potential partners</b>	Think about whether: <ul style="list-style-type: none"><li><input type="checkbox"/> this event fits their role in the community</li><li><input type="checkbox"/> identity theft has an impact on their business</li><li><input type="checkbox"/> their mission is related to privacy or finances</li><li><input type="checkbox"/> they are well-known and trusted in the community</li></ul>
<b>Reach out</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Set up a meeting to introduce yourself and gauge interest. Tailor your remarks to each group and the reasons co-hosting benefits them.</li><li><input type="checkbox"/> Be prepared to talk about the cost of identity theft and why community education is important.</li></ul>
<b>Brainstorm with partners</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Discuss the audience, possible locations, and timing, making sure it will work for the particular audience you want to attend.</li><li><input type="checkbox"/> Determine tasks and timeline.</li></ul>
<b>Confirm the partnership</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Send a letter or email to the partner, including the details you already worked out and a summary of roles and responsibilities.</li></ul>
<b>Stay in touch</b>	<ul style="list-style-type: none"><li><input type="checkbox"/> Keep your partners informed and involved in the planning.</li></ul>