

## POTENTIAL PARTNER QUESTIONNAIRE

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Thank you for your interest in working with Goodwill Industries International (GII). We are always open to working with new corporate partners and want to share an overview of how our cause-related marketing process works. In assessing prospective partners, our team looks for companies with solid brand images and reputations. Whether new or established, any prospect we consider must have a strong corporate mission and be a leader in their industry. One of our key guiding principles is that our partnerships must raise awareness about Goodwill's mission, enhance Goodwill's brand image and generate visibility and resources for Goodwill agencies in local communities impacted by the partnership. GII does not endorse products, promote the sale of products or mandate that our local Goodwill members endorse, purchase, or sell any product.

As more companies have begun to embrace responsible corporate practices in their daily operations and recognize the significant benefits of cause partnerships, our organization has experienced significant increases in these types of inquiries. In order to help us better evaluate potential opportunities and ensure that our limited resources are dedicated to the most appropriate and mutually beneficial partnerships, we ask that potential partners provide information about their organizational objectives and expectations related to the proposed partnership by answering the following questions.

1. Why are you interested in partnering with Goodwill Industries?
2. What primary objectives do you hope to achieve in partnering with Goodwill?
3. What type of partnership opportunity are you interested in exploring (e.g. employment initiative, cause marketing promotion, employee engagement activity, etc.)?
4. If you have a specific promotional idea or partnership initiative you would like to propose, please provide a brief description (attach additional pages if necessary).
5. Will the partnership have a regional or national focus (please explain)?
6. Length of anticipated/proposed agreement (e.g. limited time promotion, semi-annual event, ongoing initiative).
7. What is your anticipated timeline for coordinating and launching the partnership?
8. Summary of anticipated benefit to Goodwill and your organization.
9. Summary of evaluation strategy or outcome expectation (i.e. how will results will be collected and impact measured).
10. Do you have a formal Memorandum of Understanding or Partnership Agreement that you would like Goodwill to review? If one is provided by Goodwill, Is your organization willing to execute a formal agreement?

Thank you for taking the time to answer these questions and provide us with an understanding of your organization's objectives, expectations and motivations. Please email your completed form to [partnerships@goodwill.org](mailto:partnerships@goodwill.org) or fax to (301)530-1516. Someone from our partnership team will contact you if we require any additional information. Once we have reviewed this information, we will contact you to discuss next steps.