

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 _____

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 _____

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.)