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**The Top 100 Partners Exercise**

## Instructions

This exercise can be used to identify people in your community who may be recruited as teen pregnancy prevention champions and movers, potential prospects for your Community Action Group (CAG) and Youth Leadership Council (YLC), and possible partners. Do this exercise with your current CAG or YLC members. There are three steps:

1. **Create a list of possible champions, movers, and CAG and/or YLC members.** On a large piece of paper, write the name of your community.

   a. Ask your team or current CAG to visualize all the people in your community, whom they believe have an interest in teen pregnancy, including current supporters, collaborators, and partners.

   b. Ask the group to list the names of everyone that comes to mind. Do not debate every individual or group suggested...just write down the names. The first 20 names are often the easiest but keep going for as long as you can. Add additional pieces of paper if necessary. For persons affiliated with organizations, identify the organizations and, if possible, their leaders or key members. Follow the instincts of the group.

   c. If you are doing this with a YLC, focus just on the youth they know who might be interested in teen pregnancy and prevention.

   Now, this complete list is your "Top 100" partners and potential partners (whether, in fact, you have more or less than 100).

2. *Organize your list.* Review the "Top 100" list and identify the people on the list your team or group knows best. Team or group members may find it useful to rank them according to the following scale or one defined by the group:

   a. Knows well (e.g., "first name basis" or has cell phone number)
   b. Knows (e.g., can call at work and will not be put into voicemail)
   c. Have met (e.g., met in a professional setting, but may not remember you)
   d. Do not know at all

3. *Assign each person or group on list to community sub-groups.* Draw four quadrants (see sample to the right) and label them as shown. Now, assign each name on your list to one of the four quadrants. Important: Do not assign a name to more than one quadrant. Assigning the list names to community sub-groups will help you see whether you have a balanced reach into the different sectors. Of course, each sub-group can be broken down even further, but for now this is sufficient. *If you are doing this with the YLC, ask the group to create sub-groups that are more useful and relevant to them or simply skip this assignment and move to the Top 100 Partners Sorting Matrix.*

| Key Community Sub-Groups | |
|---|---|
| **Youth Population Served by Your Program** | **"Grass Root" Influencers:** *Parents, Elders, & Citizen Leaders, etc.* |
| **Professional, Providers, & Program Partners** | **"Grass Top" Influencers** *Funders, Business Leaders, and Elected Officials, etc.* |