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assessing your suitability - is business support right for you?

It takes skills, time and other resources to initiate and maintain an effective business community partnership. Before spending time trying to engage a business, decide if this form of support is suitable for your organisation.

It is important to choose an appropriate project for business support. If you are unsure how to do this take a look at our article, [choosing a project](#).

Here are some factors to consider when deciding if you are ready to approach a business for support.

About your organisation

Are you...

- Fully supported by colleagues and management (including trustees)?

Have you communicated your ideas for engaging a business internally and gained the support of management and key individuals?

- Financially stable?

A business will want to know that the organisation they are working with is secure. Business support is rarely the answer to a financial crisis

- Able to manage any growth resulting from your project?

If your chosen project will result in long term growth or greater demand from your service users, will you be able to manage this and meet demand into the future

- Looking for business support as part of a strategic approach to funding?

Consider how business support will fit in with your portfolio of other funding streams. Would another funding source be more appropriate for this project?

- In possession of a bank account if asking for money?

About the partnership

Have you...

- Got the infrastructure required to communicate professionally with a business?

Good partnerships are based in effective communication. Can you be easily contacted? Are your phones answered in a professional manner? Are Emails checked and replied to?

- Allocated sufficient staff time to gain business support and manage the relationship?

With so many operational pressures how much time are you prepared to allocate to gaining the support of a business? Once up and running more time will be required to manage the relationship. Where will this capacity come from?

- Decided how you will monitor the effectiveness of the relationship?

Your business partner will want to implement mechanisms for assessing the success of the relationship. What will you need to know to evaluate effectively and learn lessons for the future?

You may be successful in gaining business support even if you are unable to resolve these issues. Equally considering them all is no guarantee of success. However, by carefully considering your suitability for business support at an early stage you can save yourself time and resources, effectively target your efforts and increase your chance of success.

Where to go from here...

Look at our article [Choosing a project](#) to help you identify a project that would be appropriate for business support.

If you feel that you are ready to engage a business, our "[How to...](#)" guides provide useful information on developing and progressing a proposal for support.

You can register your organisation, outlining the support you would like from a business in our [Community Partner Directory](#)

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