

Interview Questions (INTERNAL)

Length of Interview: 30 - 45 minutes

Questions:

1. What is your current outreach strategy? (identify the channel and touchpoints at the organization level, the strategies may be different for ChalmersBot and Accelerator)
 - Follow-up:
 - What are the **most effective** outreach channels to potential partners?
 - What are the **least effective** outreach channels to potential partners?
 - Could you score the effectiveness of each channel on a scale from 1 to 5. 1 being the least effective and 5 being the most effective. Feel free to assign the same number to channels you feel are equally effective.
 - What are some ways you think **least effective** outreach channels can be improved?
2. Can you briefly talk about the workflow/process to establish a partnership?

<drawing activity supplementary to question 2> Ask the participant to draw out the steps that they take prior to making a decision to reach out or partner with another organization. Are there differences in the decision-making process between sponsorship outreach or organizational partnerships.

At the end, ask the participant to place a red Moment of Truth star on the steps they feel are the most important to establishing the partnership.

3. What do you see partners bring to the table for your organization?
And what do you picture them gaining from this experience partnering with Ample Labs?
4. What are some challenges you have faced working in partnership with other organizations?
5. Can you tell us about a particular time or moment a partnership was not successful or did not go as planned? What went wrong? How did you go about resolving the issue?
6. What is currently being done and what is the future plan to improve or strengthen partnerships?
7. During our interviews with potential partners, we will be asking them to complete a task on the website to assess how easy it is to navigate and discover relevant information. What is one piece of information that you definitely want potential sponsors to find on the website? (Alt: Do you have any suggestions of a task on the website that we should test for?)

Interview Questions (EXTERNAL)

Length of Interview: 30 - 45 minutes

Questions:

1. What are your organization's goals and mission, and how do they align with Ample Labs work?
2. How did your organization find out about Ample Labs?
(identifying the channels and touchpoints)
3. Can you briefly talk about the workflow/process to establish a partnership with Ample Labs? How did you end up becoming partners? Could you tell us a little about where you found them and what the interactions you had. Through what channels (rate each channel from 1 to 5)
 - a. In what sequence
4. What are your decision criteria for forming a partnership with an organization like Ample Labs?
 - a. (moment of truth) What was the “make or break” moment during your interaction with Ample Labs? At what moment did Ample Labs make a strong impression on you?
5. What do you hope to bring back to your organization from a potential partnership with Ample Labs?
6. What are some challenges you have faced working in partnership with emerging non-profits in the past? Were these challenges resolved? If yes, how?
 - a. Partnering with Ample Labs, is there anything you think Ample Lab needs to improve?
7. Have you looked up Ample Labs website to you? When you are going to a potential partner's website what information would you like to see? *probe*