

Backbone Effectiveness: 27 Indicators

Guide Vision and Strategy	<ul style="list-style-type: none"> • Partners accurately describe the common agenda • Partners publicly discuss / advocate for common agenda goals • Partners' individual work is increasingly aligned with common agenda • Board members and key leaders increasingly look to backbone organization for initiative support, strategic guidance and leadership
Support Aligned Activities	<ul style="list-style-type: none"> • Partners articulate their role in the initiative • Relevant stakeholders are engaged in the initiative • Partners communicate and coordinate efforts regularly, with, and independently of, backbone • Partners report increasing levels of trust with one another • Partners increase scope / type of collaborative work • Partners improve quality of their work • Partners improve efficiency of their work • Partners feel supported and recognized in their work
Establish Shared Measurement Practices	<ul style="list-style-type: none"> • Shared data system is in development • Partners understand the value of shared data • Partners have robust / shared data capacity • Partners make decisions based on data • Partners utilize data in a meaningful way
Build Public Will	<ul style="list-style-type: none"> • Community members are increasingly aware of the issue(s) • Community members express support for the initiative • Community members feel empowered to engage in the issue(s) • Community members increasingly take action
Advance Policy	<ul style="list-style-type: none"> • Target audience (e.g., influencers and policymakers) is increasingly aware of the initiative • Target audiences advocate for changes to the system aligned with initiative goals • Public policy is increasingly aligned with initiative goals
Mobilize Funding	<ul style="list-style-type: none"> • Funders are asking nonprofits to align to initiative goals • Funders are redirecting funds to support initiative goals • New resources from public and private sources are being contributed to partners and initiative