

# Opportunities: Conduct a Landscape Scan

You want to help people and you have a great mission in mind. Awesome! But let's first make sure you're not copying someone else's idea. This worksheet will help you understand what is already out there and make sure you're not duplicating something already being done.

## 1. Take the time to research

Get ready partner! We're about to fill out a big worksheet step by step. First, list similar organizations and a contact within each. Head to Google first, then look into coalitions, associations, governing bodies, etc. related to your topic. This is a good way to identify organizations doing relevant work. Dig into each one to learn about their services and resources. Fill in the columns below with the organization name, a point of contact, the services offered and location (if that's important to you in local, regional, national in scope).

## 2. Meet with everyone

Look for ways to connect via your network, but don't be afraid to make a cold call as well. We know that sounds scary, but phone calls really do work! Tell them about your interest and ask if they'll take an hour out of their day to chat with you about what they do. As you build these relationships, ask them what their challenges are and if you were to fill this gap, what benefit will it have to the overall community. Try to identify gaps that are not being addressed. Use this information to fill in the columns on partnership opportunities, potential gaps and the last time you reached out to each.

Org	Contact	Services	Location	Partnership	Potential gaps	Last connected

2. Build partnerships along the way

Create a list of everyone you meet with and be sure to check in with them often to let them know what you’re up to and see if they want to partner with you.

Bucket who you’re meeting with into categories.

Details of potential partnership	Patients and caregivers	Patients and caregiver communities	Disease organizations	Clinicians, researchers and drug companies	New patients in the effort

4. Attend conferences

See which meetings and conferences are happening throughout the year. This can be a worthy investment to build relationships, get your organization’s name out there and learn about what is going on in the landscape.

List conferences you may want to attend:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

High five! We know this seems like a lot of work, but it will help you become the amazing organization you’re meant to be.