## Backbone Effectiveness: 27 Indicators

### Guide Vision and Strategy
- Partners accurately describe the common agenda
- Partners **publicly discuss / advocate for** common agenda goals
- Partners’ individual work is increasingly **aligned** with common agenda goals
- Board members and key leaders increasingly look to backbone organization for initiative support, strategic guidance and leadership

### Support Aligned Activities
- 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
- 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
- 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
- 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
- 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

Source: FSG and Greater Cincinnati Foundation