

## ACRM Partnership Proposal

**Name of individual initiating the partnership:**

**Contact Information (email and phone):**

**Name of Prospective Partner/Collaborating Organization** (describe if not a widely-known entity – e.g., CARM – Chinese professional association supporting rehabilitation medicine):

**Short Description:** Please provide a short (~250 word) summary of the proposed partnership or collaborative activity. Please address:

- Who (partner or collaborator),
- What (purpose, scope, potential impact and cost/benefit), How (research, development, knowledge translation; steps in implementation),
- When (rough estimate of time to completion – days, weeks, months, years), and
- Timeline/Urgency (when is a decision needed and where does this fit with other priorities of ACRM?).

**ACRM Champion** (the person who has agreed to lead the proposal through the approval process):

**Estimated Cost:** If available, please provide an estimate of the direct (monetary) and indirect (staff time) costs of implementing the proposed partnership/collaboration. If multi-year effort, provide an estimate of the first-year costs and rough estimate of future-year (lifetime of partnership) costs.

**Anticipated Revenue:** Please indicate if the partnership/collaboration is intended to generate revenue and, if so, from what sources. A proforma will be needed if the proposal is “greenlighted” for further consideration.

**Presumed Value to ACRM:** Please indicate how the proposed partnership/collaboration relates to each of the following seven areas in the *comments* section within each area. If something does not apply or you cannot comment, please indicate. **Within each section please try to respond with 150 words per section. Questions are there to guide your response, and not all elements may pertain to your proposal.**

<b>I. Enhance ACRM Brand</b>
<ul style="list-style-type: none"><li>• Will it have a positive impact on ACRM's reputation?</li><li>• Will it improve brand awareness in groups, organizations, or locations where we are unknown?</li><li>• Is ACRM's intellectual property protected?</li><li>• Is this a partner with which we would be proud to associate our name?</li></ul>
COMMENTS:
<b>II. Increase ACRM Influence</b>
<ul style="list-style-type: none"><li>• Will it help us increase funding for rehabilitation research?</li><li>• Will it help us influence clinical services/practice guidelines?</li></ul>
COMMENTS:

### III. Support Advocacy Efforts

- Will it help influence policies to improve the quality of rehabilitation services?
- Will it help influence policies related to funding of rehabilitation services?
- Will it support advocacy efforts on behalf of people with disabilities?

COMMENTS:

### IV. Enhance Capacity for Education / Knowledge Translation

- Will it improve the quality and diversity of content at ACRM meetings or journals?
- Will it help ACRM membership improve on current knowledge and procedures?
- Will it help ACRM staff and leadership become more effective or efficient?

COMMENTS:

### V. Enhances Value to Membership

- Will it be of value to Early Career members and offer opportunities for development?
- Will it support our commitment to Global Networking?
- Will it increase international membership and participation?
- Will it improve opportunities for disseminating information of value to members?
- Will it improve opportunities for collaboration and professional development?
- Will it improve satisfaction and/or engagement of members?
- Will it improve the perceived value of ACRM membership?

COMMENTS:

### VI. Ease of Implementation

- Can it be implemented with existing ACRM resources and capacity?
- If additional resources/capacity are needed are the known benefits worth the investment?
- Is there a provision to cancel the partnership if no longer desirable?

- Does this partnership provide a win-win scenario for both parties?
- Has the partner provided a plan for resources and capacity?

COMMENTS:

#### **VII. Support Marketing/Membership/Meetings / Increase Revenue**

- Will it increase the number of exhibitors and sponsors at the ACRM meetings?
- Will it increase the number of attendees at the ACRM meetings, including ACRM Training Institute (ATI) activities?
- Will it help us expand to a different group of professionals or increase the critical mass of existing representation?
- Will it increase subscriptions to Archives of PM&R?
- Will it improve revenue profitability with respect to bottom line?
- Will it increase programming at ACRM meetings, including the ATI?

COMMENTS:

**Other comments you would like to make for ACRM's consideration:**