# 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  
|                          | • 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