

It's All Connected:

Why Advocacy Groups Should Work

Collaboratively and Strategically

& How to Get Started



New Mexico Academy of Nutrition and Dietetics

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sparking change
through
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Today We're Exploring:

- What, Why & How Of Collaboration
- What Collaborative Advocacy Can Accomplish
- How to Create a Culture of Collaboration
- Benefits & Challenges of Working Collaboratively
- Thinking Strategically About Advocacy & Power-Building

Today You'll Gain:

- An understanding of the importance of collaboration in your advocacy work
- An understanding of the strengths and holes in your current organizational structure, strategy and work
- A set of practical, immediately applicable skills

Facing Your Fear... And Doing It Anyway

- “Ultimately, all high-impact organizations bridge the divide between service and advocacy. They become good at both.” (http://www.ssireview.org/articles/entry/creating_high_impact_nonprofits)
- “Effective advocacy therefore requires research to map out the policy terrain, the principal actors, the political relations and the interests at stake.” (<http://www.apc.org/en/node/9456>)

What's In A Name?

cooperation

collaboration

coalition

collective

What Is Your Issue & What Do You Want to Accomplish?

- What is the issue at hand and why is it important?
- Why should it be important to others?
- What is the goal you want to accomplish?
- What will happen if you do accomplish your goal?
- What will happen if you don't accomplish your goal?

How Can Coalitions Help You?

With Decision and Policy Makers:

- Conduct direct advocacy
- Deliver expert testimony
- Educate on your issue
- Develop allies in the work
- Frame and control the issue dialogue
- Establish you as the expert on the issue

With Base Supporters and Public:

- Educate on your issue
- Mobilize participation in direct-action campaigns
- Gather personal testimonies
- Recruit volunteers
- Leadership development
- Frame and control the issue dialogue

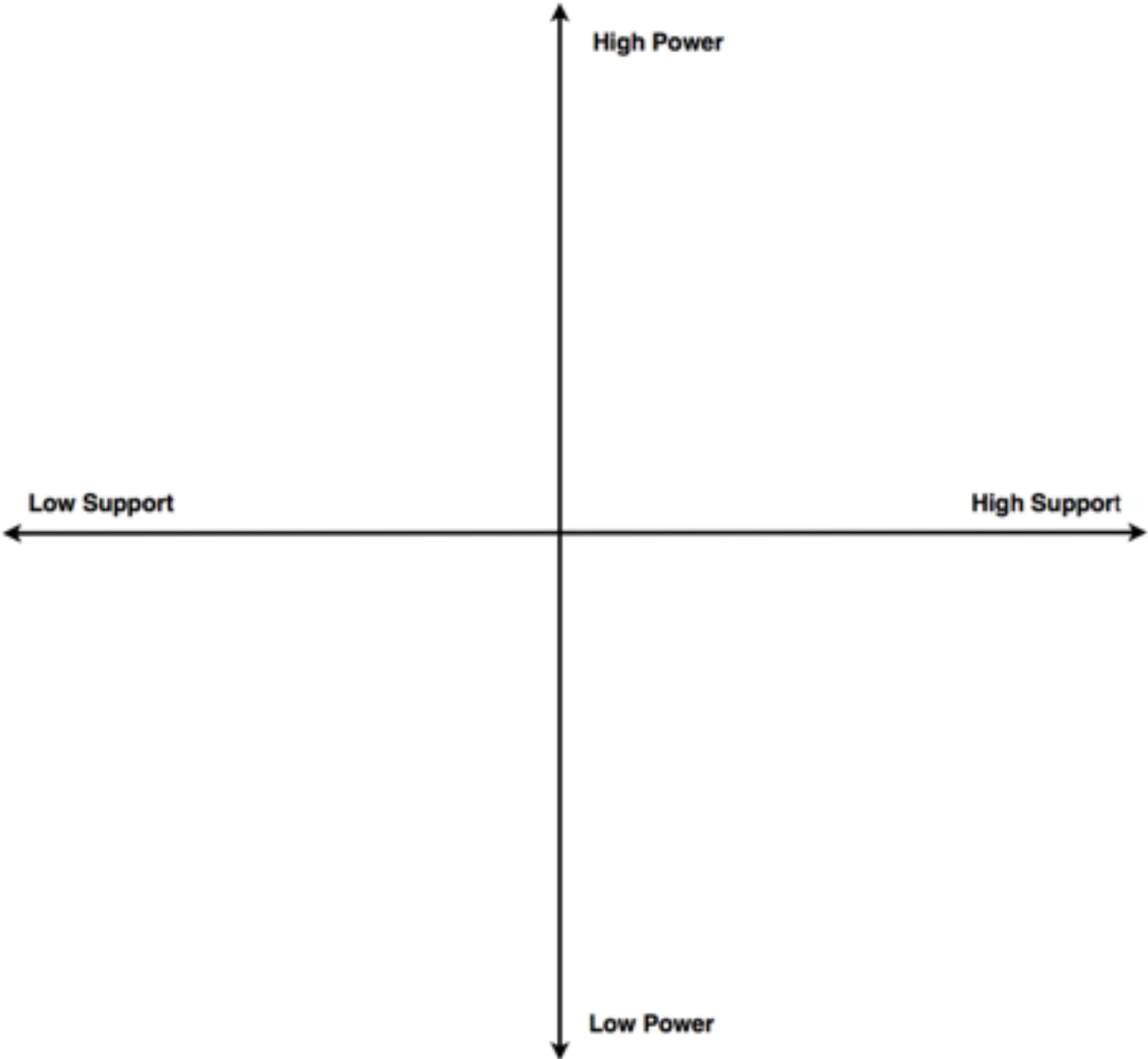
To Successfully Participate In The Process...

**You must know the
rules of engagement**



**You must understand
the political landscape**

Start With A Power Analysis



Working Collaboratively

What The Heck Is An Issue Silo?



And How Do You Get Out Of It?

- Learn about other groups and their work – study their issue(s)
- Start connecting the dots between your issue(s) and those of other groups
- Start forming relationships with likely allies (should include decision-makers)
- Scout around for unlikely allies who may be working towards similar goals or in a similar paradigm
- Create opportunities for working together with groups you've never worked with before

Building And Mobilizing Your Advocacy Coalition

What Motivates Groups to Get Involved?



How To Build A United Movement That Lasts

- Make sure all partners consistently use same messaging
- Become a proven and trusted expert and ally
- Create and support a culture of true collaboration
- Provide real value through your work
- Develop & maintain excellent communication systems
- Keep your opportunities for participation positive, interesting, creative, pertinent and hands-on
- Follow through on your promises to coalition and community members
- “Buy what you’re selling”

Memorable Mantras

- All politics are local
- Everything is political
- If you are not at the table, you are on the menu
- It's not [just] what you know, it's who you know

Feedback and Insights

- How do you feel about working in collaboration with other groups now?
- What do you think are your greatest strengths? What will be your biggest challenges?
- What is the most useful thing that you learned here today?
- What other questions do you have about collaborative advocacy?
- What other information would be helpful to you?