If You Build it, They will Come: Collaboration and Advocacy
Overview

- Agency-Level Planning
- Partnerships & Collaboration
- Advocacy and Support
Building on a Solid Foundation

- Alignment with Mission and Strategic Plan
- Essential Questions
  - What do you want to do?
  - Why do you want to do it?
  - What do you want to achieve?
  - Building on existing work?
  - Starting something new?
Program Planning Fundamentals

- Need and Rationale
- Using Best Practices
- Staff/Organizational Capacity
- Evaluating and Measuring Success
- Funding Gap
- Sustainability
- Partnerships
Program Planning Tools/Strategies

- Research
- Collaborative Planning Sessions
  - Brainstorm
  - Prioritize
  - Building consensus
  - Identifying strategies
- Logic Model
Simplified Logic Model

- Inputs
- Activities
- Process
- Outcomes
- Impact
- Outcomes
Draft Case and Plan
Partnerships and Collaboration

- Identify and Leverage Opportunities
- What does everyone get out of it?
- Champions
- Leadership Buy-In
- Funding opportunities – does everyone understand the implications and requirements
Partnerships and Collaboration

- Aligned Goals and Objectives
- Clear Communications and Expectations
- Roles/Responsibilities
- In-kind Commitments
- Financial Investments
Advocacy and Support

advocacy (noun)
ad·vo·ca·cy | \ˈad-və-kə-sē\

Definition of advocacy
the act or process of supporting a cause or proposal: the act or process of advocating something
(Merriam-Webster)
Advocacy and Support

- Who will you engage?
- What is your ask?
- Why should they care?
- Is there any opposition?
- What is your message?
- How will you engage them?
- How does your work align with theirs?
Advocacy and Support

- **Key Stakeholders**
  - Other Agencies/Groups
  - Residents/Businesses
  - Institutions (Schools, Health, Higher Ed)
- **Elected Officials**
  - Local
  - State
  - Federal
- **Potential Funders**
Building Your Case

Type of Support

- Testimonials
- Letters of Support
- Social Media/Networks
- Referrals and Connections
- In-Kind
- Financial
- Being an Advocate
Advocacy and Support

- Do your Research
- Develop the Relationship
- One-on-one Meetings
- Site Visits
- Invitation to Events
Building Your Case

Communicating your Case

- Engagement Strategy
- Relevant Messages
- Simple Materials
  - Briefing Sheet
  - Key Talking Points
  - Presentation
  - Anticipate Questions
- Be Prepared
- Appreciation and Follow-up
Fundable Projects

- Goals and priorities are aligned
- Community support/local investment
- Program ties into larger plans/ goals
- Collaboration and coordination
- Capacity to implement
- Realistic budget; Realistic funding request
- Measures outcomes
- Successful track record