



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

## Overview

- Agency-Level Planning
- Partnerships & Collaboration
- Advocacy and Support



## Building on a Solid Foundation

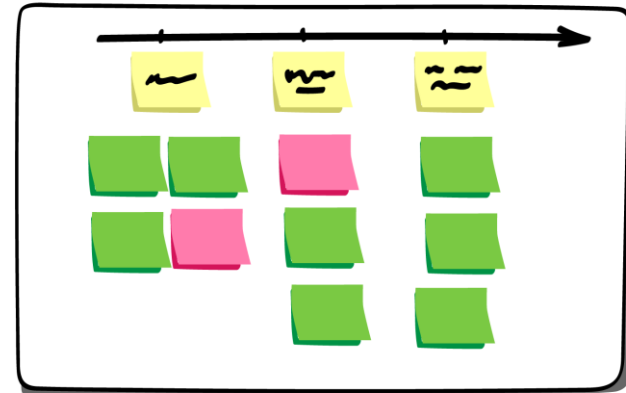
- Alignment with Mission and Strategic Plan
- Essential Questions
  - What do you want to do?
  - Why do you want to do it?
  - What do you want to achieve?
  - Building on existing work?
  - Starting something new?

## Program Planning Fundamentals

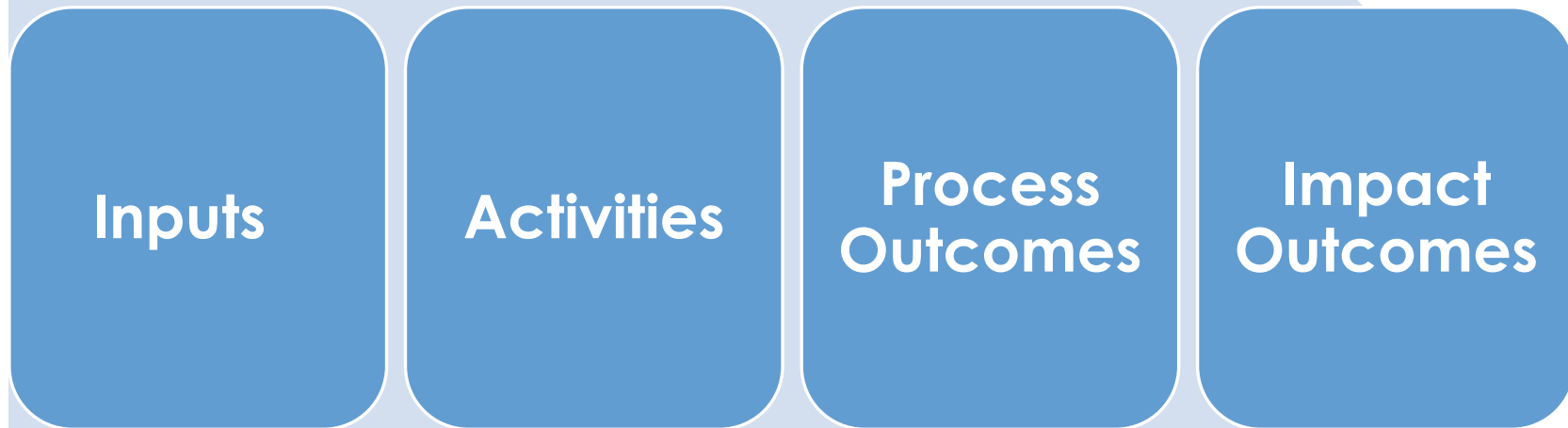
- Need and Rationale
- Using Best Practices
- Staff/Organizational Capacity
- Evaluating and Measuring Success
- Funding Gap
- Sustainability
- Partnerships

## Program Planning Tools/Strategies

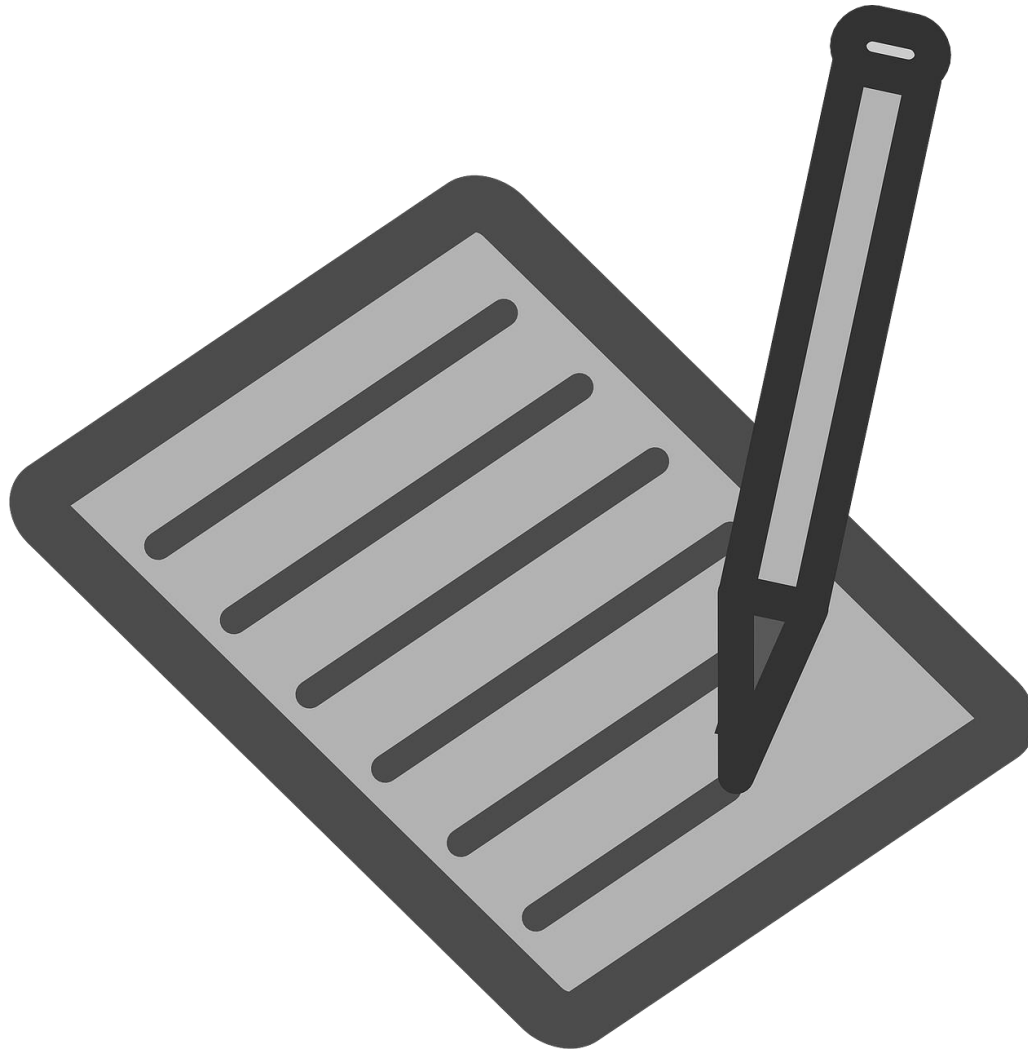
- Research
- Collaborative Planning Sessions
  - Brainstorm
  - Prioritize
  - Building consensus
  - Identifying strategies
- Logic Model



## Simplified Logic Model



## 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 | \ 'ad-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

## 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



## 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





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**THANK YOU**

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