Strengthening Our Voices
Building Partnerships for Change

- Intent of Your Work is to Move Communities Toward Change
  - Role of Advocacy in Supporting Your Efforts
  - Identifying Strategic Partners
  - Building Useful Alliances

Why Partnership for Change?

- We Do
- We Can
  - Not a specialized skill
  - We know what it takes to make it work
- We Must – Good Decisions Require It
  - Multiple voices and perspectives
  - Consensus building
  - Our best bet is to work together
How do we influence change?

- Get the attention of and educating the people who can make the change we want
  - Talking to Decision-Makers
  - Talk to Other People

Michigan’s Children

- Works Directly With Policy Makers
  - Guided by Legislative Priorities
  - Individually and in Partnership

- Provides Tools for Other Advocates
  - Information
  - Training
  - Opportunity
Michigan Context

- Unprecedented Economic Distress
- Good/Bad News! Everyone Focused on Fixing the Economy
- Limited Tie To Community Well-Being
- Needs and Priorities Disconnected Why?

Why the Disconnect?

- Lots of competition for fewer dollars
- Ideology about the role of government
- Policy makers don’t hear about issues of concern and solutions to those concerns in ways that can help guide their work
Preparing to Move Change

- WHAT we are talking about – the issues
- WHO are making the rules – the players
- WHEN to target them – the process
- HOW to assure that they are informed – the message

Moving Change Forward

- Who can make the change
- What motivates them
- Who Do We Know
- Who Do We Need
So, Who Do We Know?

So Many People for So Many Things...

- National Partners
- State-Level Partnerships
  - Coalitions and Associations for Every Issue
- Local Partners
  - Constituent Voice

Who Do We Need

- Who Motivates The People We Want To Influence?
- How Do We Bring Them In?
- How Do We Keep Them Engaged?
What Motivates You?

What Influences EVERYONE

- Friends
- Title or position
- Information
- Numbers
- Constituents
- Money
Who Do We Need?

- Relationships
- Titled Partners
  - Experts, Professionals
- Information Partners
  - Researchers, Evaluators
- Constituent Partners
  - Based on Geography and Experience

Engaging Who We Know

- SIMPLIFY
- Know Just Enough Change Process
- Find Common Goals
- Prioritize
- Work Out A Plan
Finding Common Language

- We use mental shortcuts to make sense of the world
- Based on our life experiences, including the media
- We use “frames” to filter new information

Cat Frame

- Fur
- Sneezing
- Shedding
- Scan
- Affection
- Costliness
- Cat Food
- Vets
- Cleanliness
- Kitty Litter
Building Common Goals

- Using Collective Experience/Expertise
- Compatibility of Partnership Goals with Members’ Goals
- Where to Disagree or Go It Alone
- Coming to Consensus/Prioritization

Keeping People Involved

What Keeps You Involved?
Building a Strategy

Information Partners → Titled Partners → Advocacy Strategy → Constituent Partners → Effective Change Making

Partnership Exercise

- Moving Policy Goals Forward
  - Identifying Strategic Partners
  - Simplifying Language
  - Building Common Goals/Priorities
  - Keeping People Engaged
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