



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

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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

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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

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- **Works Directly With Policy Makers**
 - Guided by Legislative Priorities
 - Individually and in Partnership
- **Provides Tools for Other Advocates**
 - Information
 - Training
 - Opportunity

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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?

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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

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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

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Moving Change Forward

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

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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

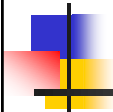
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Who Do We Need

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

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What Motivates You?

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What Influences EVERYONE

- Friends
- Title or position
- Information
- Numbers
- Constituents
- Money

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Who Do We Need?

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

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Engaging Who We Know

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

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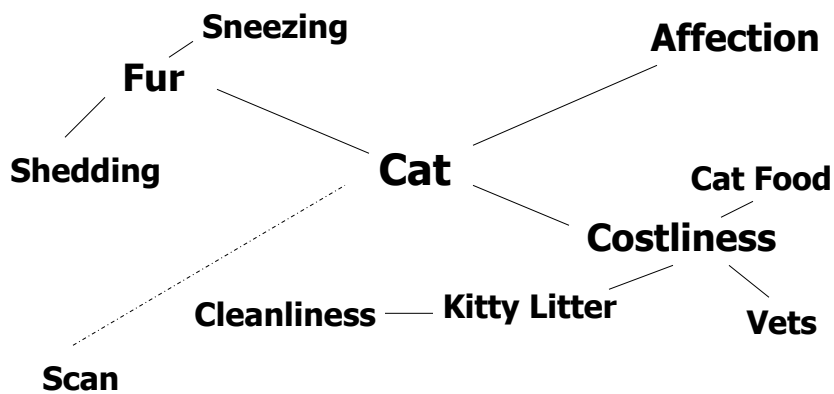
Finding Common Language

- 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

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Cat Frame



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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

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Keeping People Involved

What Keeps You Involved?

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- Partnership Exercise**
- Moving Policy Goals Forward
 - Identifying Strategic Partners
 - Simplifying Language
 - Building Common Goals/Priorities
 - Keeping People Engaged
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Michele Corey
Michigan's Children
428 W. Lenawee
Lansing, MI 48933
517/485-3500; 800/330-8674
FAX: 517/485-3650
michele@michiganschildren.org
www.michiganschildren.org

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