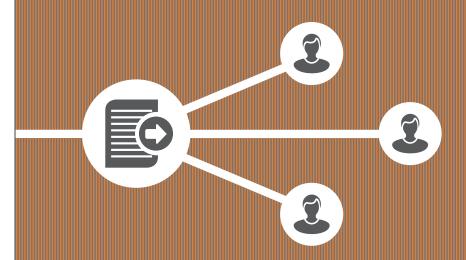
Advocacy IMPACT THROUGH INFLUENCE Mapping





Rich Neimand & Sarah Hobgood April 29, 2013

Today's Agenda

10:30-12:00 Effective Messaging & Developing the Advocacy Box

12:00-1:30 Lunch

1:30-3:00 Creating Your Advocacy Box

3:00-3:30 Break

3:30-5:00 Review and Feedback

















Apple crumb: turns Rabbis into Baptists.













THE Bagel Defense FUND

Our mission is to protect the cultural integrity of bagels in the United States and worldwide by promoting the traditional standards of plain, egg, pumpernickel, poppy, onion, salt—and the everything—to fight the insidious creep of confectionary bagel-making that threatens the very foundation of cream cheese foundations. THE Bagel Defense FUND

PROBLEM: People just don't seem to get it. Is it me, or are they just idiots? I need a good elevator line to pick up more support and create lasting impact.



AUDIENCE: Who will help me make this change? Most probably really touchy jews.





What are their real and perceived needs? How much do they know? How do they think? How do they speak? How can you overcome real and perceived barriers to solve the problem and fill the need on their terms?

Understand your audience, have a solution, focus on valued outcomes.



What tangible and emotional value do they get from adopting your solution?

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REAL LIFE EXAMPLE

Renaming and explaining Micro Insurance Agency.

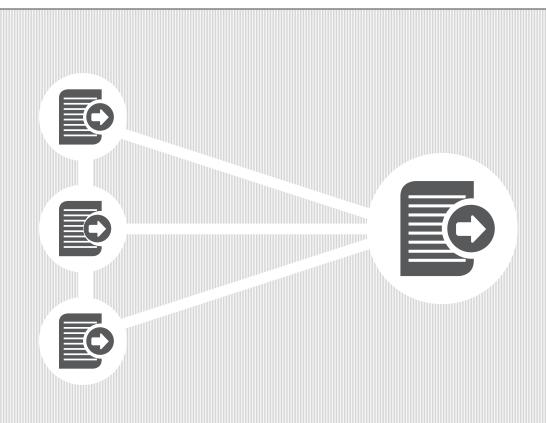


MicroEnsure Helping the poor weather life's storms.

"MicroEnsure delivers insurance solutions for the poor, creating a financial safety net for those who own the least but have the most to lose. Crop losses, disease, disability, theft and natural catastrophe the poor lead risky lives. MicroEnsure works with the world's insurance companies to provide affordable life, property, livestock, crop, disability, unemployment and health insurance tailored to the unique needs of the poor. Our calling is to help the poor lift themselves out of poverty by protecting their gains from life's storms."

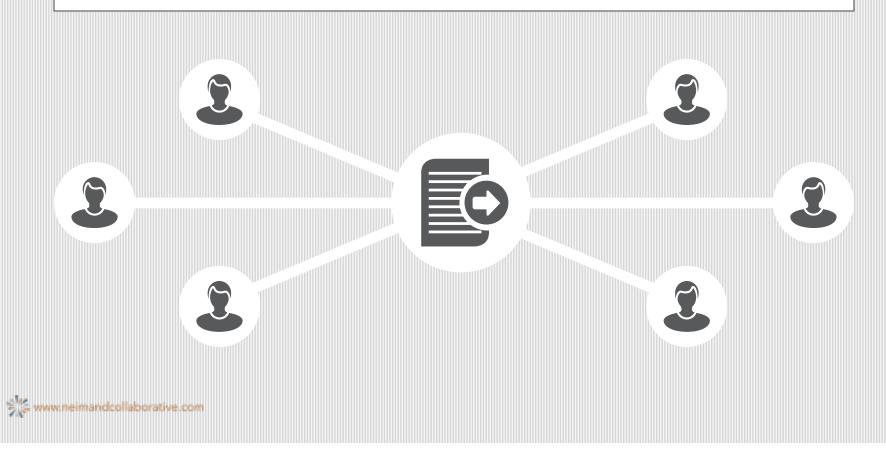
Early childhood framework

The same message has to come from all directions in order to lead them in the right direction.





A singular message must speak to the value propositions of very diverse people—liberals, conservatives, parents, policymakers, educators and funders.



Understand: Everyday people know far less than you about early childhood development. Start with the basics, be intuitive and speak without jargon.



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Imperative: Make early childhood development an economic solution, not a social issue.



Imperative: Define quality early childhood development through the gateways of growth, efficiency, effectiveness and productivity.



Communicate: Early childhood development is not social welfare for a few—it's economic well-being for all.



Communicate: These children aren't in need; we are in need of these children.



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Communicate: The country's greatest economic resource is its people—economic development starts with early childhood development.



Communicate: Growing strong, healthy and productive children grows stronger, more competitive local, state and national economies.



Communicate: Early childhood investments produce sustained returns on personal, local and state levels—education, health and economic development.



Communicate: Early childhood development will make children, families, communities and economies stronger.



Early childhood messaging

Investing in developing healthy, smart and productive children is a fiscally responsible way to reduce deficits and create growth in the short- and long-term.



Quality early childhood development is the foundation for producing individuals who achieve more, need less government support and contribute to growth, not deficits.



Quality early childhood development is how we get serious about maximizing the talent and productivity of everyone—how we all do our part, compete and win.



Quality early childhood development isn't just day care—it's everyday growth.



Quality early childhood development focuses on the whole child: education, health, emotional development and family environment.



Quality early childhood development fuses cognitive and character skills into a strong foundation for success in school, career and life.



Quality early childhood development gives parents the resources they need to be better parents and better producers of skills and abilities in their children.



Every child needs effective early childhood development, but at-risk children are least likely to get it. They must be a priority investment.



Access to quality is key to efficiency and effectiveness—it's how we move a perceived bottom-line expense into a known top-line driver of productivity.



The Advocacy Box

Targeting makes a difference.



The Advocacy Box

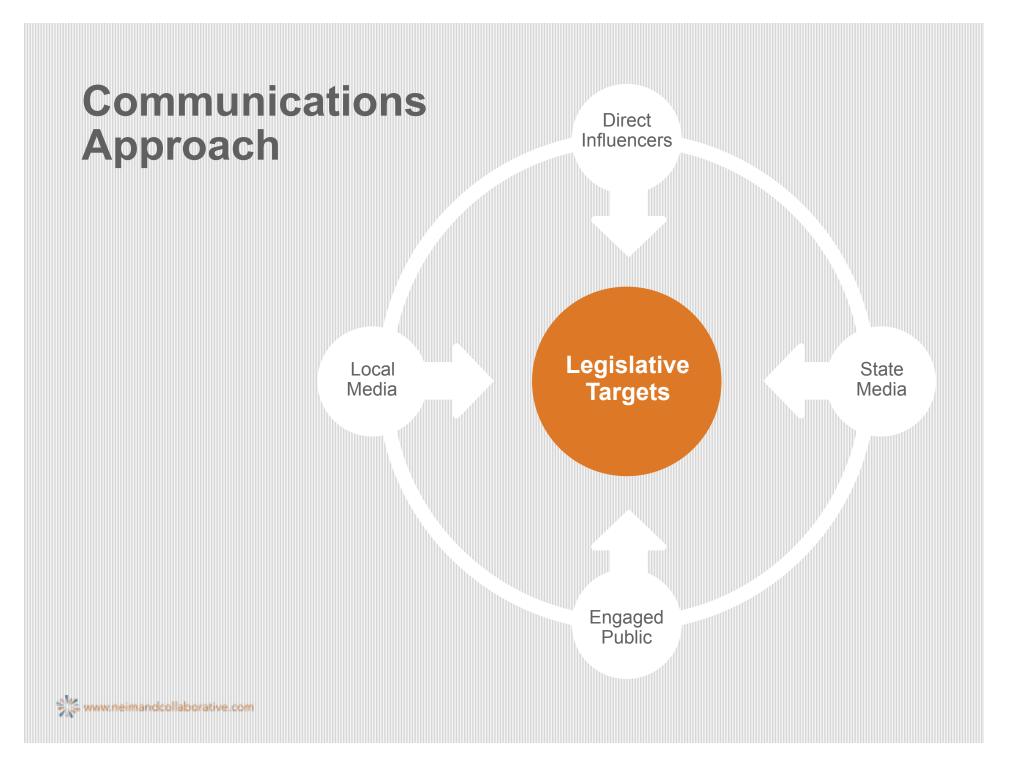
Use a wide variety of communications vehicles to create an "advocacy" box around the target where constituents at the grasstops, the grassroots and the left and right are all advocating for effective investments in birth-to-five early childhood development.

Donors/Influentials Grasstops Advocacy Organizations Right e T Think Tanks Grassroots

Small Businesses

Without a theory of change, you have chaos.





You need to develop a strategy for winning by influencing the right targets.



The Advocacy Box

- Identify those targets most likely to be instrumental in achieving your goals (passing legislation, protecting funding, introducing legislation, etc.)
- Develop your list of targets and assess current and potential influence across specific dimensions that create "surround sound" advocacy.
 - Who they are
 - Key staff
 - Why they're important
 - How to reach them
 - Existing partnerships or relationships
- Determine what groups, elected officials, media outlets and other influentials have sway over your specific target.
- Determine areas of strength and weakness to understand the need for investing in greater capacity and where.

The Advocacy Box

• Create a plan with metrics.

- Animate your campaign with an overarching message, but tailor your messaging to specific needs of your target using the "audience need/solution/ valued outcomes" messaging approach.
- Measure progress in building champions, controlling the dialogue and creating influence. Track progress on acquiring influencers and champions, monitoring media and assessing the overall effect on moving the target.
- Repeat. Create similar plans to influence key constituencies or groups as needed to achieve your goals.

Meaningful metrics

Without metrics, you don't know if you are moving anyone.



Metrics must be aligned with dollars and resources—you can't move mountains with ten cents and ten minutes.



Keep it simple for stronger accountability: engagement, education, involvement, action.



What to do with no money

When you have little money, pool your efforts with others to orchestrate and amplify—don't build capacity if you can tap it or rent it.



Never underestimate the power of a few smart and determined people to get things done while the majority of well-intentioned people fight over commas and semicolons.



Lunch

Creating your Advocacy Box

What are your challenges and/or the advocacy issues you're currently facing?



Legislative Targeting and Asset Mapping

WHO DO YOU NEED TO INFLUENCE: WHAT DO THEY CARE ABOUT: WHAT MESSAGE WILL PERSUADE THEM: THE ADVOCACY BOX Who influences them on the grasstops, grassroots, on the left and on the right? Grasstops Right Left NAME Grassroots www.neimandcollaborative.com