Building Constituents, Partnerships & Allies

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Introduction

- Constituency:
  - Geographical territory
  - Core group of like minded people/Organisations=100%

- Partners:
  - Other organisations
  - Communities
  - Individuals

- Allies:
  - Limited support on some occasions
  - Don’t do things with you
Question

• Why do we need Constituencies & allies in Advocacy?
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A STRONGER VOICE
Strengthen advocacy by increasing pressure when advocating with allies - the power of many vs. the power of one
Group Discussion

Q. Basing on your work on OSFP under SPHI
1. Who are the main Allies?
2. Do you foresee any opponents? Yes or No
3. If yes mention them
4. If no, explain why there are no opponents?
Identification of Partners & Allies

• Look at different levels of influence
• Look at those who partially share your views
• Look at different roles
  • The expert witness
  • The popular hero
  • The powerful voice
Stakeholder Mapping and Ranking

INFLUENCE

High

Low

HIGH

LOW

KNOWLEDGE
Analysing Options for Collaboration and Application of Principles

Graph showing two axes: Collaboration (High on the top, Low on the bottom) and Application of Principles (High on the right, Low on the left). The graph indicates various points, with a circle highlighting a specific area.
Partnership Analysis: Matrix Model

**Non-Binding**
- Vision & Goals - Not necessary (cf. Objectives)
- Governance - Non structured
- Commitment - Non
- Stability – Non
- Coordination - Poor
- Alignment - Non
- Cohesion - Non
- Cost – Least

**Binding**
- Vision & Goals - Shared
- Governance - Structured
- Commitment High
- Stability - High
- Coordination - High
- Cohesion – High
- Alignment - High
- Cost – Usually High

**Short-term**
- Vision & Goals - Non
- Governance - Non Structured
- Commitment - Non
- Stability – Non
- Coordination - Poor
- Alignment - Non
- Cohesion - Non
- Cost – Least

**Long-term**
- Vision & Goals - Shared
- Governance - Structured
- Commitment Medium level
- Stability - Medium
- Coordination – Medium
- Cohesion - Low
- Alignment - Medium
- Costly - Moderate
Typical Principles Around Partnership

• Compatibility around shared vision and values
• Respect and trust
• Clarity about roles, responsibilities and decision making including representation from both sides
• Commitment to capacity building and learning
• Transparency and Accountability
• Understanding and commitment from both sides to the partnership
• Good communication, responsiveness and openness
• Balance of power
Tips for Building Partnership

• Partnership should be strategic and tactical.
  • Although a broad range of strategies are available, choices must be made as to which tactics and/or partners can influence decision makers.

• Partnership need to focus on the common space among partners for ensuring consistence messaging and arrangement.
  • Partners should be involved in all aspects of advocacy. Often, the best partners are ones who have been engaged right from the beginning.

• Some partners will be active in the advocacy work
  • Others need to be ‘Cultivated’ before they become active partners and true resources (Cf. Champion Scale).
Remember the champion scale

Assess where they are, then move them up the Champion Scale

4 Champion
3 Leader
2 Advocate
1 Supporter
0 Uninformed/Neutral
-1 Opponent
Encouraging Involvement of Potential Opponents

Why involve potential opponents?
• neutralize a critic
• gain insight
• gain access to a group
• acquire new resources
• find common values and beliefs
• get to know your opponents as people
• build a base of trust
• help you make progress
How do you involve potential opponents?

- Decide that you want to involve them
- Narrow your targets
- Clarify your goals
- Make the commitment
- Identify the stakeholders
- Make contact with your opponent
- Establish ground rules
- Set an agenda
- Organize subgroups
- Search for information
- Find a mediator
- Involve other stakeholders
- Hold a meeting
- Meet again
Take home ......

Determine potential Allies and opponents in the course of your advocacy agenda under SPHI that you envisage to undertake after this Session