

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?

Why do we need Constituencies & allies in Advocacy?

An illustration of a hand holding a megaphone. The hand is rendered in a stylized, blocky manner with a light skin tone. The megaphone has a green handle and a white, flared horn. A white arrow points from the megaphone towards the text on the right.

A STRONGER VOICE

Strengthens advocacy by increasing pressure when advocating with allies - the power of many vs. the power of one

Group Discussion

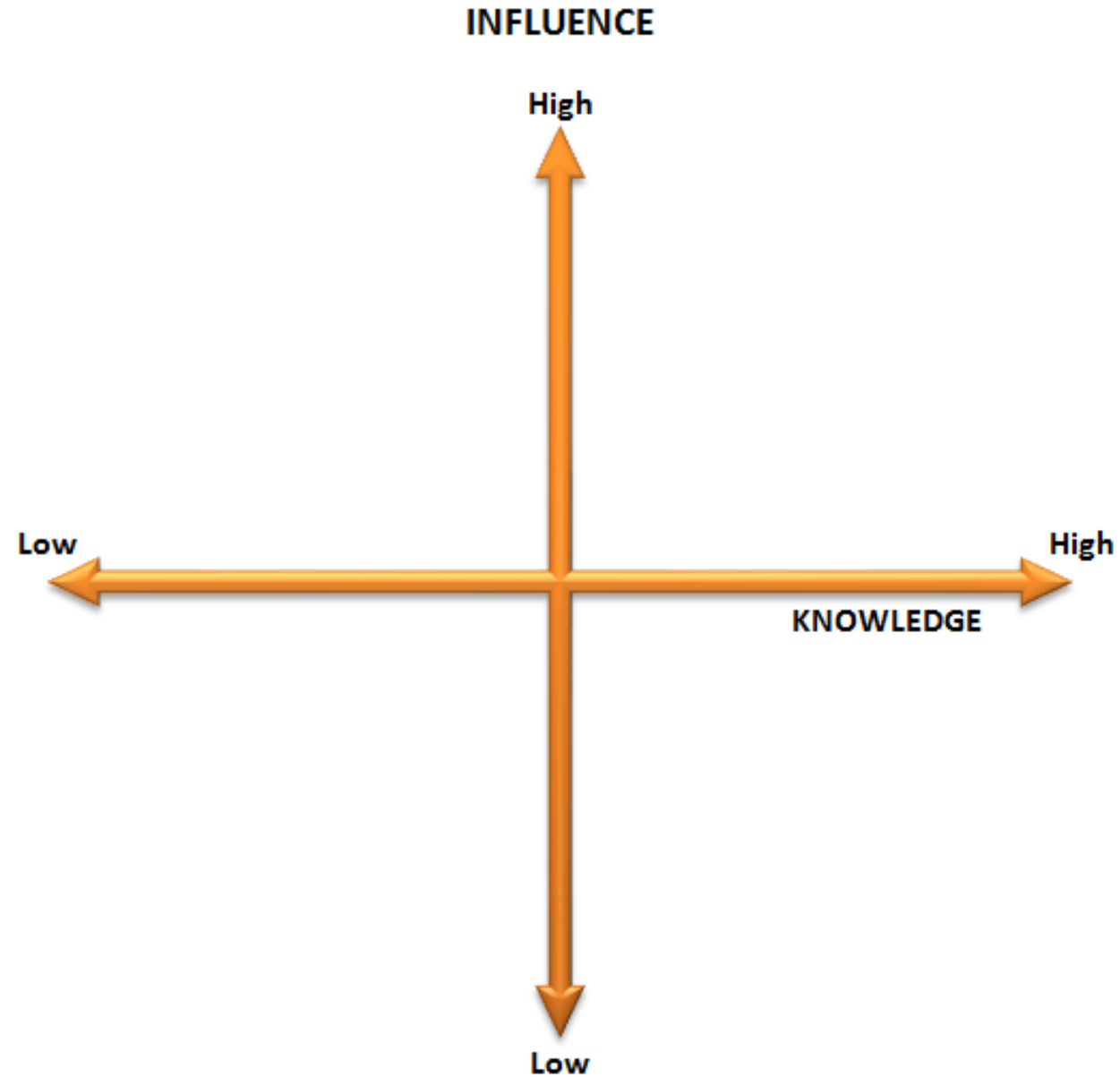
Q. Basing on your work on OSFP under SPHI

1. Who ere the main Allies?
2. Do you fore any opponents? Yes or No
3. If yes mention them
4. If no, explain why there are no opponents?

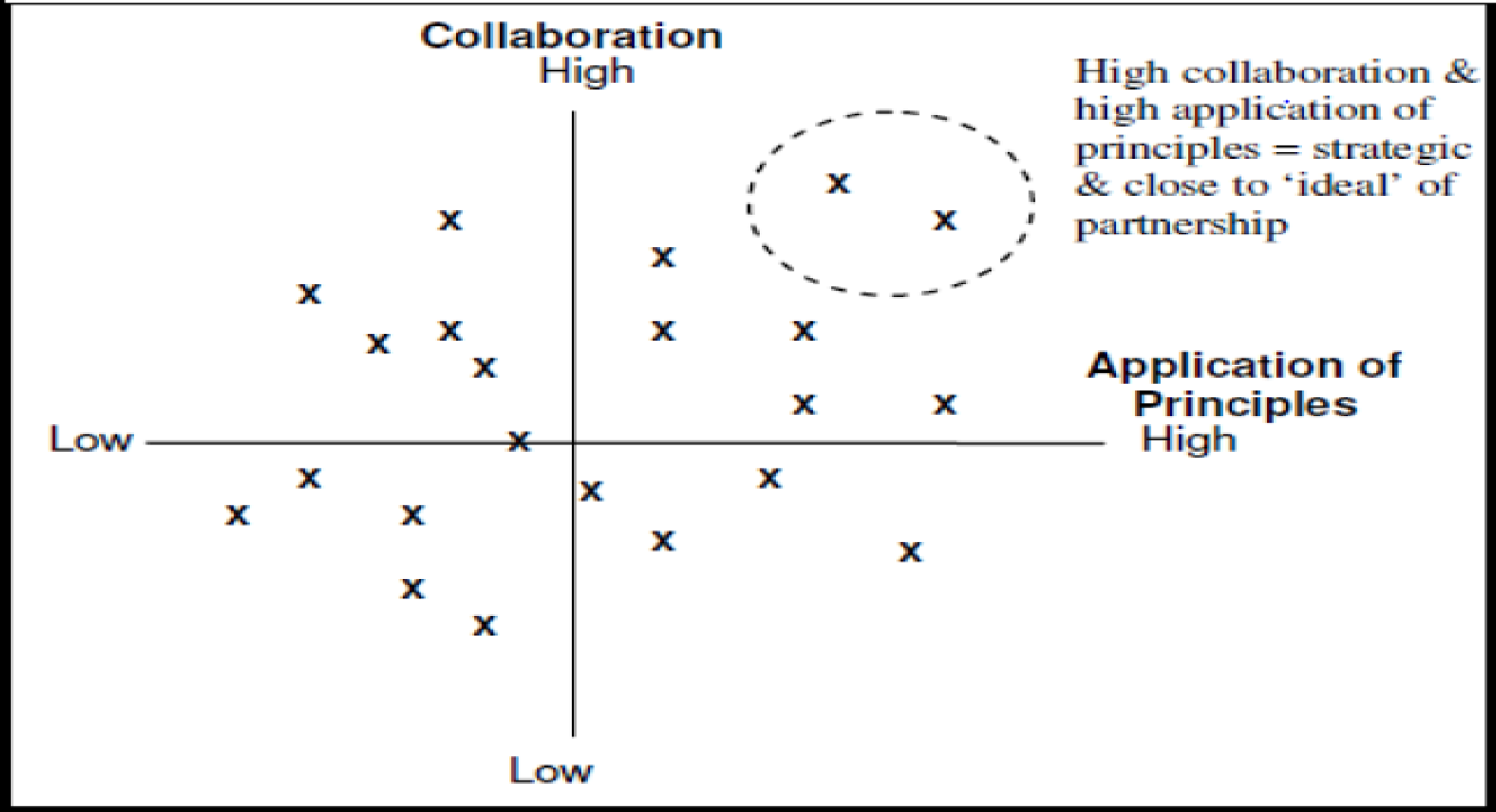
Identification of Partners & Allies

- 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

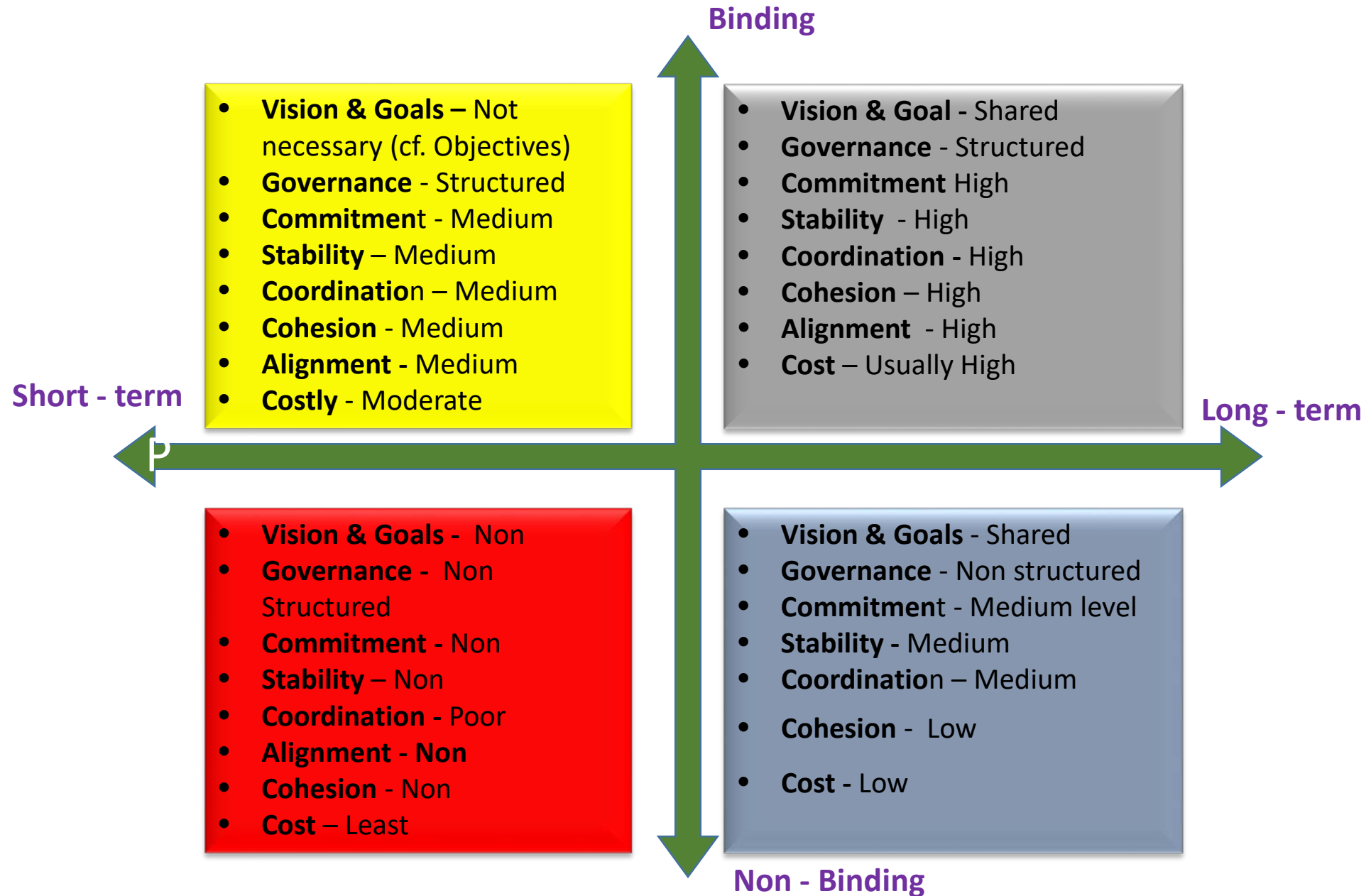
Stakeholder Mapping and Ranking



Analysing Options for Collaboration and Application of Principles



Partnership Analysis: Matrix Model



Typical Principles Around Partnership

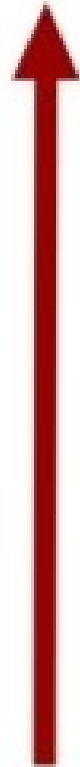
- Compatibility around shared vision and values
- Respect and trust
- Clarity about roles, responsibilities and decision making including representation from both sides
- Commitment to capacity building and learning
- Transparency and Accountability
- Understanding and commitment from both sides to the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

Tips for Building Partnership

- Partnership should be strategic and tactical.
 - A though 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