

Collective Advocacy Workshop 3, Part A

Organizing 101

Who?

The same networks that are so critical for successful fundraising are essential for advocacy, as well. Invite your board members, youth and their parents and guardians, staff, volunteers, community partners, and donors.

Not all donors will become public advocates, but some will—and helping them understand your cause provides you and your team more opportunities to hone your message.

Where?

Find a space large enough for the group to work together as a whole, with a whiteboard or wall space for paper as you make a map of your stakeholder environment. Ideally there will be space for break-out discussions so smaller groups can strategize about how to approach individual legislators and policymakers.

Why?

Trust is essential to this kind of collective work. Perhaps one person or a small group of people could design an advocacy strategy, but you won't have the same level of buy-in if you don't invite and involve partners and potential allies.

What?

Bring (or be able to access) a list of policymakers who oversee budgets and facilities that impact the arts in your community.

How?

Mapping Your Collective Power

Use this activity to help your coalition recognize how wide their reach might be and how powerful a network they have.

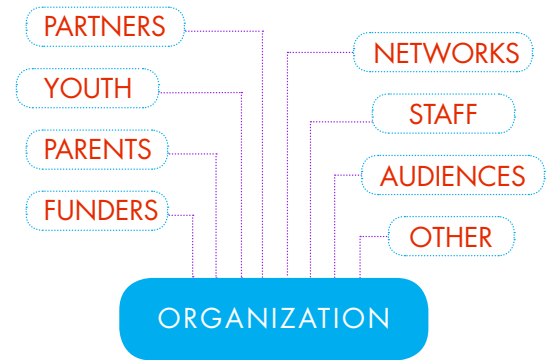
“Sometimes, idealistic people are put off by the whole business of networking as something tainted by flattery and the pursuit of selfish advantage. But virtue in obscurity is rewarded only in Heaven. To succeed in this world you have to be known to people.”

*Supreme Court Justice
Sonia Sotomayor*

1 Who is in your corner?

As youth arts leaders, we often feel siloed and alone in our efforts. But what happens if we think differently? Make a list of all the people and groups you engage with on a regular basis and answer these questions:

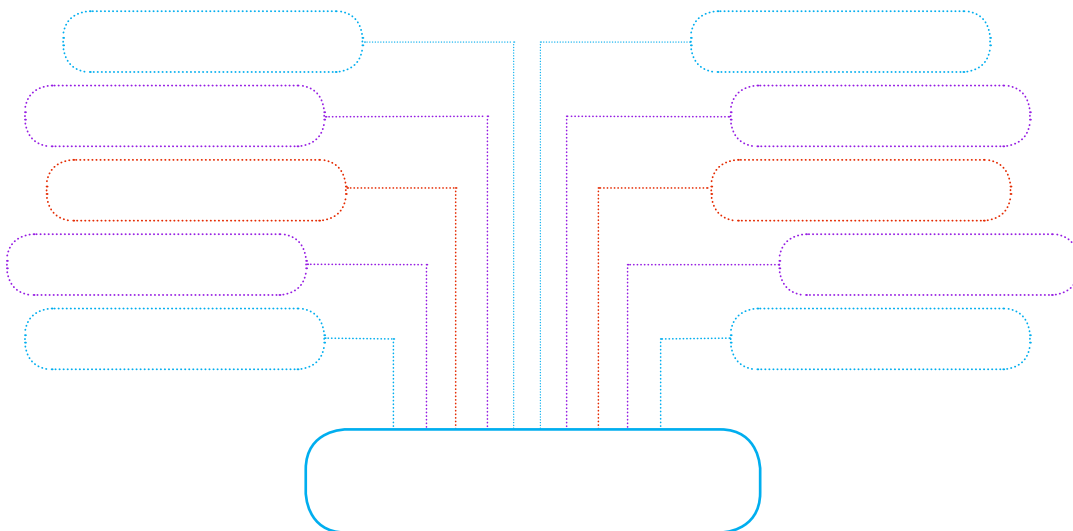
- How many people does your organization touch?
- Who might you involve in your efforts to create change?
- Who might you be overlooking—a person or group that might be an unusual or surprising ally?



Invite your coalition members to spend 15 minutes creating a drawing that outlines *their* stakeholders and the relationships they have (*see our example above*). Share this graphic or draw something like this on the whiteboard, then invite each coalition member to reflect on their connections.

2 Mapping your collective power!

Now ask everyone to consider the group's collective reach. Have individual coalition members share their maps by listing the kinds of connections their organization has (e.g., networks, staff, funders, etc.). As they do so, record it all on a larger, shared, **Youth Arts Sector** map. (*See enlarged sample on page 3*)



3 Discussion

Discuss the possibilities of activating the shared networks.

How many people could you reach through your organizations?

How would you connect with them?

What can they do?

What can you all do collectively to advocate for youth arts in your community?

Stakeholder Mapping Worksheet

