



BOLDER ADVOCACY

An initiative of Alliance for Justice

**Working With Advocacy
Partners:
Report on 280 Unique Capacity
Assessments**

AEA

**November 13, 2015
Sue Hoechstetter**



**ADVOCACY Capacity
(Readines to Act)**



Advocacy Evaluation: Measuring Capacity



ACT Data & Analysis: The First 280 Advocacy Capacity Tool Users

August 2015

Plan, Act, Evaluate

Connecticut Early Childhood Alliance

Build Network & Local Capacity


YMCA's

Gain Common View of Advocacy

East Bay BHC Hub

Multi-group **ACT! Uses**

Advocacy Capacity Tool Sections



I. Advocacy Goals, Plans
& Strategies

II. Conducting Advocacy

III. Advocacy Avenues

IV. Organizational
Operations to
Sustain Advocacy

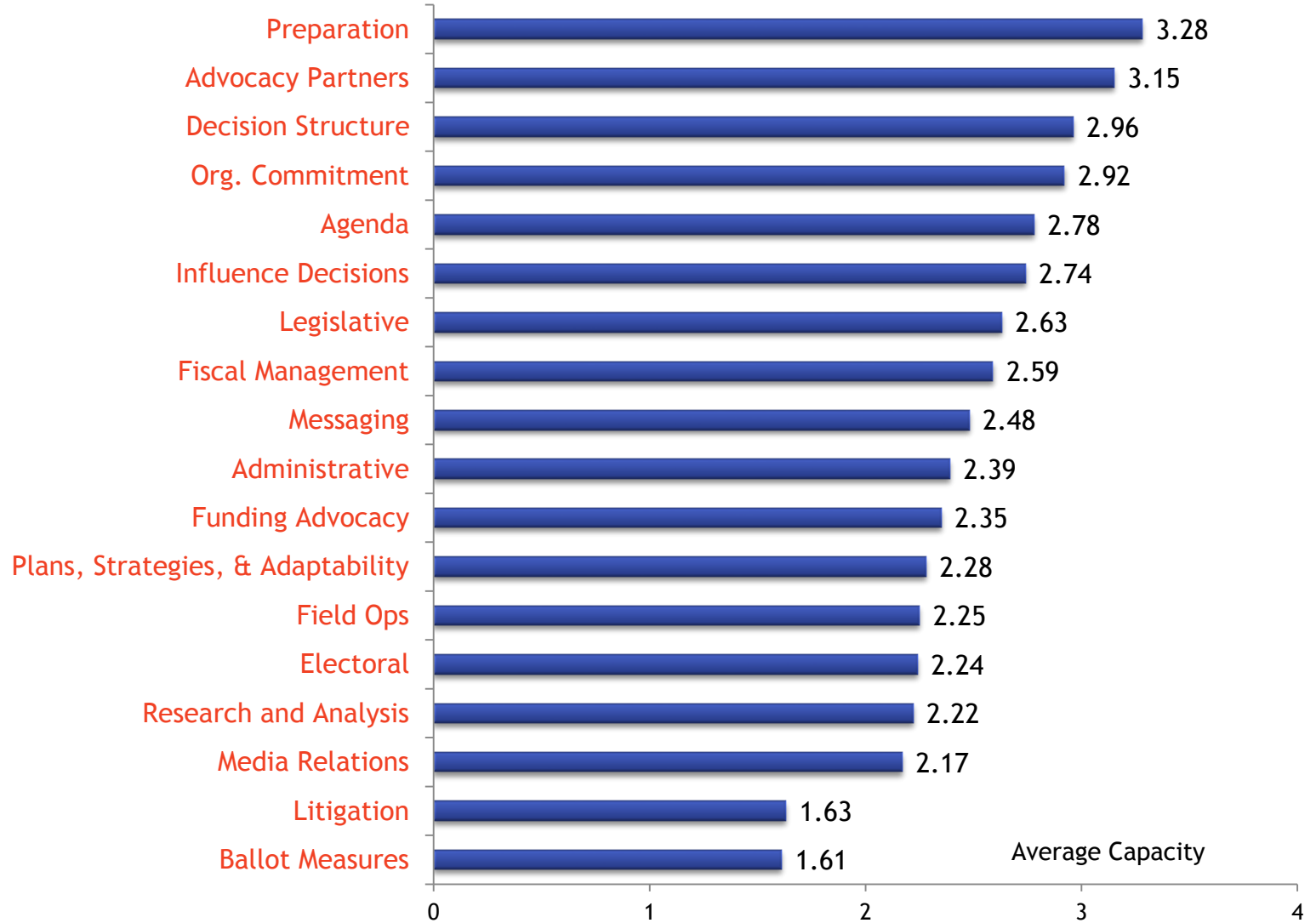
“RELY ON PARTNERS”

The organization has decided **not** to build capacity in a particular measure because it **primarily gets that capacity from other individuals or groups. ACT!**



Partnering Ranked #2 of 18

Summary of ACT Indicator Scores



ACT Advocacy Partners and Coalitions

Average Capacity

The organization **participates** in coalitions that share one or more of its goals and provide value to the organization.

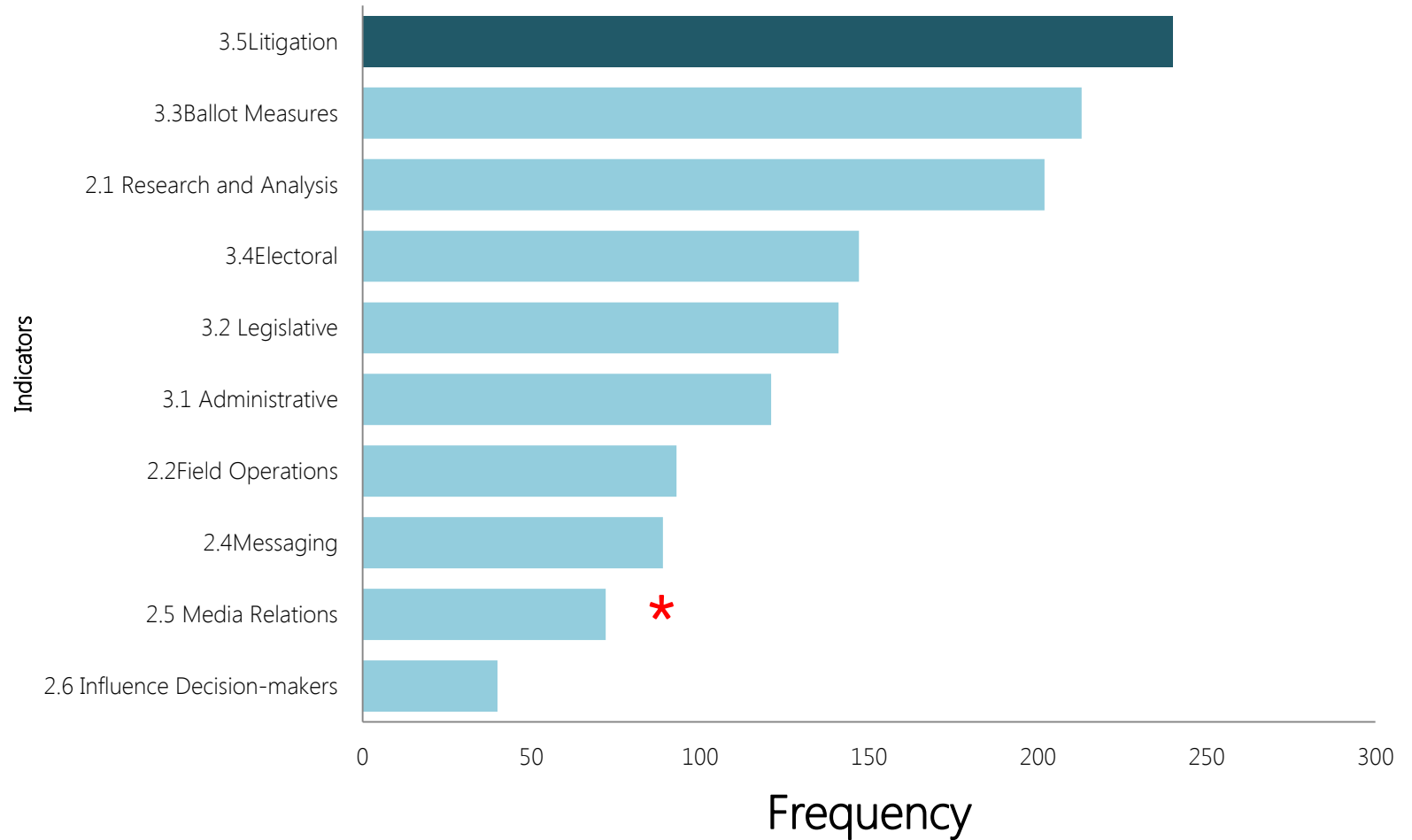
3.32

The organization actively **seeks support for its priorities** from its coalition partners.

3.04

The organization **exchanges information with its partners**, as appropriate.

3.17



Frequency “Rely On Partners” Selected

What **can** I do?

What **should** I do?



Top 3:

- Detailed Planning
- Fund-raising
- Messaging and Media Relations

Bottom 3:

- Electoral
- Litigation
- Ballot Measures

Selected Areas to Strengthen



Groups Choose to Specialize

- Overwhelm with Coalition Choices
- Need for Common Advocacy Understanding
- ACT Possible Improvements:
 - ❖ Clearly identify multi-group users
 - ❖ Dig deeper on partnering
 - ❖ Do shorter version



Observations

- Groups Rank Partnering Capacity Very High
- Participating/Sharing Info Higher than Getting Support
- Groups Choose to “Specialize”
- Low Media Relations Capacity/Partnering

Conclusions

Bolder Advocacy Tools



Advocacy Capacity Tool (ACT)

www.bolderadvocacy.org/act

International Advocacy Capacity Tool (IACT)

www.bolderadvocacy.org/iact

PowerCheck for community organizing

www.bolderadvocacy/powercheck

Resources for Evaluating Community Organizing (RECO)

www.bolderadvocacy/reco



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