



1h 00m



SMALL GROUP

## DESCRIPTION

This activity will help you build a strategy for approaching an institution (best practices, alliances, communications, etc.) and developing practices or a methodology for first-level, direct communication.



## PREPARATION

Use the **Method Card: Network Mapping (48)** to identify and profile funding partners you would like to approach. If possible, collect case-study stories to illustrate how you would imagine your future collaboration.



## MATERIALS

- Flip Chart
- Markers
- Internet
- 2-3 Computers



## TOOLS

- **Method Cards:**
  - Problem and Solution Tree for New Strategy (21)
  - Common Ground for Mutual Understanding (42)
  - Network Mapping (48)
  - Institutional Funder Analysis (49)
- **Worksheet:**
  - Institutional Funder Screening and Profiling (25)



OUTLOOK



WORKING WITH FUNDERS

**STEP 1** Define Target / **IN PLENUM:**

Work with the following questions to think through a strategy of communication with the institutional stakeholder you are focusing on.

- What exactly do we want the institution to do and how is that different from what they do now?
- What are possible intermediate steps between their current behavior and the desired behavior?

Refine the aspects of your mission or cause in terms of the change in behavior you want to effect with your funding partner (see **Common Ground for Mutual Understanding (42)**). **[15 MIN]**

**STEP 2** Explore the Force Field / **IN PARALLEL WORKING GROUPS:**

**Internal force field**

Break into small groups of team members who were in the project and team members who were not in the project.

- What are forces within the institution support our cause? Which are barriers (e.g., individual actors' interests, established systems and routines, resource dependencies, strategic orientations, etc.)?

Revisit the funding institution's profile to explore how your partner may react to your initiative and outline supporting and opposing forces within the institution (see **Institutional Funder Analysis (49)**). **[15 MIN]**

**External force field**

- Which of our stakeholders could be alliance partners in our cause (e.g., partner CSOs, community members, media, etc.)?
- How do we relate to these forces and approach them in our collaboration?

Revisit the results of the Network Mapping to systematically work through your stakeholder landscape in terms of possible alliances (see **Network Mapping (48)**).

**STEP 3**

Define Strategy Roadmap / **IN PLENUM:**

Share the findings of the working groups. Discuss the following questions:

- What questions do we need to ask to get a better understanding of the institution?
- Which message do we want to get across to who? How do we use our access to open the dialogue?

Outline the steps you need to take to build a new relationship and effect change with your funding partner towards a long-term relationship of trust. Pay careful attention to outlining the first steps. **[30 MIN]**



**FOLLOW UP** Fix the Strategy Roadmap into agreements within your team and the involved partners.