

Activity 7.3: Bringing in Allies

Intended Audience:

Members
Members who have been actively involved in the research project

Materials Needed:

Butcher Paper
Markers

Time Needed:

1 hour

Purpose of Activity:

The purpose of this activity is to think strategically as a group about the ally organizations to which you will outreach, and to create an outreach plan.

By the End of Activity Participants Will:

Identify allies and adversaries of your organization that may affect your report release

Create a plan to draw allies to your report release

Before this Activity Participants Will Need to:

Be informed about your research project

Part I. Identifying Allies and Adversaries (30 minutes)

Facilitator Instructions:

1. Frame the activity: this activity is designed for us to identify allies and adversaries of our project and organization. By identifying allies we can potentially broaden the impact of our report release by drawing strategic allies to play a role in the release, and/or more people to the release. By identifying who are adversaries are we can anticipate how opposition might affect the release of our report.
2. As a large group identify three categories of allies and potential allies of your organization or campaign: like-minded community-based organizations, legal, resource or advocacy organizations, government officials. Record them in a list on butcher paper. (If you have a group of more than 10 participants you might split into small groups and have each group brainstorm allies and report back.)
3. Discuss your organization's relationships with the potential allies listed, discuss how the allies would affect your release and decide whether or not you want to outreach to each group listed. Circle all groups you want to outreach to for the next activity.
4. On a different sheet of paper list potential adversaries to your organization or project. Be as specific as possible. Focus on the groups that may affect or be present at your release event.
5. Go through the list of adversaries and discuss how each group could potentially affect your release. Then discuss how you might account for their actions or counter-arguments.
6. Record list of any actions you might take to account for your adversaries.



Part II. Create an Outreach Plan (30 Minutes)

Facilitator Instructions:

1. Prepare a sheet of butcher paper with the table below:

Ally	What You're Asking For	Who	When

2. In the Ally column, list all allies that you circled in the previous activity. Discuss and fill out the rest of the chart by clarifying what you are asking of each ally; deciding who in your organization is the most appropriate person to contact them, and when you should reach out to them.
3. Be sure to keep the results of your table for future reference.