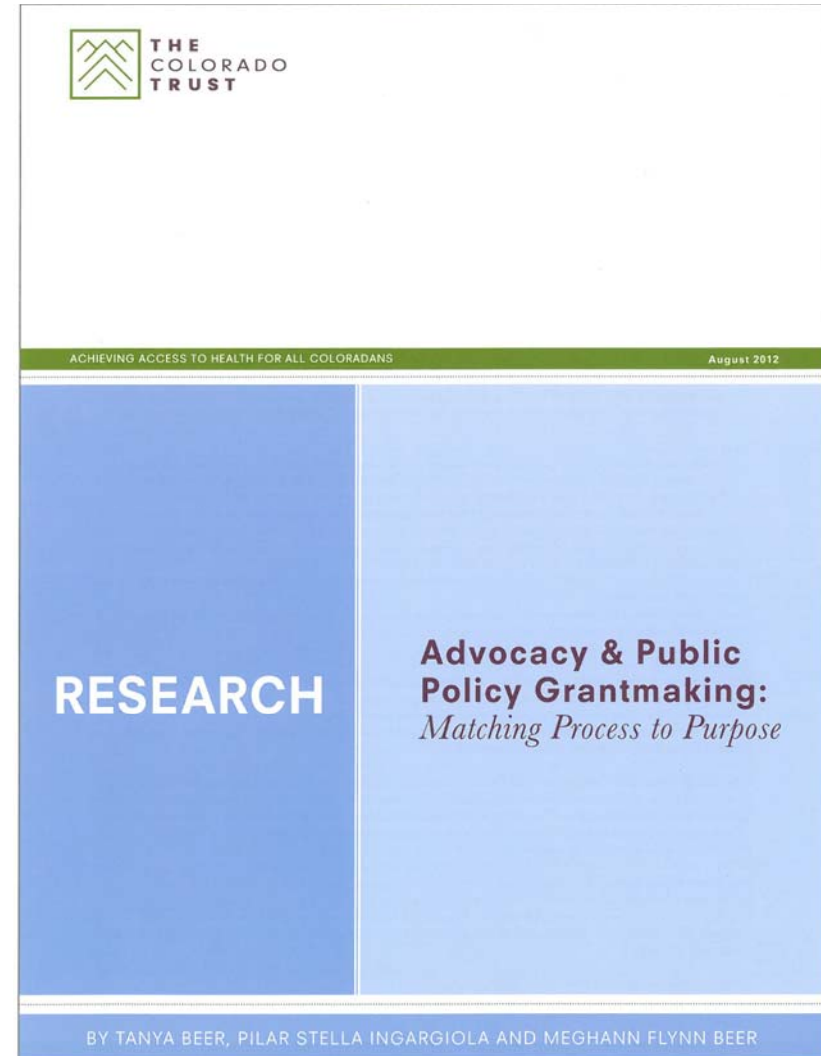


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*Advocacy & Public  
Policy Grantmaking:  
Matching Process to  
Purpose*



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# What we asked

How do your

Advocacy grantmaking goals

Affect your

Portfolio construction

Grant structure

P.O. role and relationships

Reporting and evaluation

Foundation positioning?



Policy Target  
Approach



Advocacy Niche  
Approach



Field Building  
Approach

# Three Approaches to Advocacy Grantmaking



## Policy Target Approach

*Grantmaking and auxiliary activities are designed to achieve the passage, successful implementation, and/or maintenance of a specific policy goal.*

### **Example Goals:**

- ✓ Expand children's health insurance coverage
- ✓ Increase the number of states with freedom to marry for all
- ✓ Ensure health equity with health reform legislation in Oregon



## Advocacy Niche Approach

*Grantmaking and auxiliary activities support a core element of the infrastructure or perspective within an advocacy field.*

### Example Goals:

- ✓ Increase the use of quality data and research by advocates and policymakers working to improve the lives of low-income children
- ✓ Increase civic leadership that focuses on improving the health of Kansas communities



## Field Building Approach

*Grantmaking and auxiliary activities are designed to build the stability and long-term adaptive capacity of a field of advocacy and policy organizations that can shape and respond to a shifting policy environment.*

### **Example Goals:**

- ✓ Build the capacity of the field of health consumer advocates in Missouri
- ✓ Increase the power and capacity of progressive organizations of color to engage in effective advocacy



# Field Building Approach

## Dimensions of a Field

1. Field Frame
2. Infrastructure
3. Perspective
4. Connectivity
5. Adaptive Capacity



## Field Building Approach Grantee Selection

- ✓ Consider not just strength of individual organizations, but how they ‘fit together’ and fill different niches or functions in the field
- ✓ Consider supporting grantees whose role is building connectivity or network weaving
- ✓ Consider how increasing resources for particular organizations changes the power relationships *between* advocates?
- ✓ Pay attention to field dimensions *in relation to* the political context within which advocates work





## Field Building Approach

### P.O. Role

- ✓ Set a shared vision of the field
- ✓ Political analysis and strategic adaptation support
- ✓ Fill gaps in infrastructure or perspective
- ✓ Build connectivity
- ✓ Support organically emerging collaborations
- ✓ Facilitate shared field assessments



## Field Building Approach Outcomes

- ✓ Changes in the strength of a “field frame”
- ✓ Changes in the infrastructure of the advocacy field
- ✓ Changes in the relative power or “voice” of different perspectives in the field
- ✓ Changes in connectivity and alignment between actors in the field
- ✓ Changes in adaptive capacity

# Funders' Insights

- ✓ In the end, the choice of approach is about philosophy and personality ... what *kind* of funder you want to be.
- ✓ The composition of your portfolio must have a theory and the P.O.'s role is different in each approach.
- ✓ Be cognizant of how your choices affect the power within and shape of the overall field.
- ✓ Remember you are within the field, not sitting outside it orchestrating change. This means you must have the adaptive capacity you ask of your grantees.