

A knowledge network for media funders



CRAFTING MEDIA STRATEGIES THAT ACCELERATE POLICY CHANGE

Join GIH and MIF for a strategy session that will examine how the strategic use of media can expedite health policy objectives.

[Read more](#)



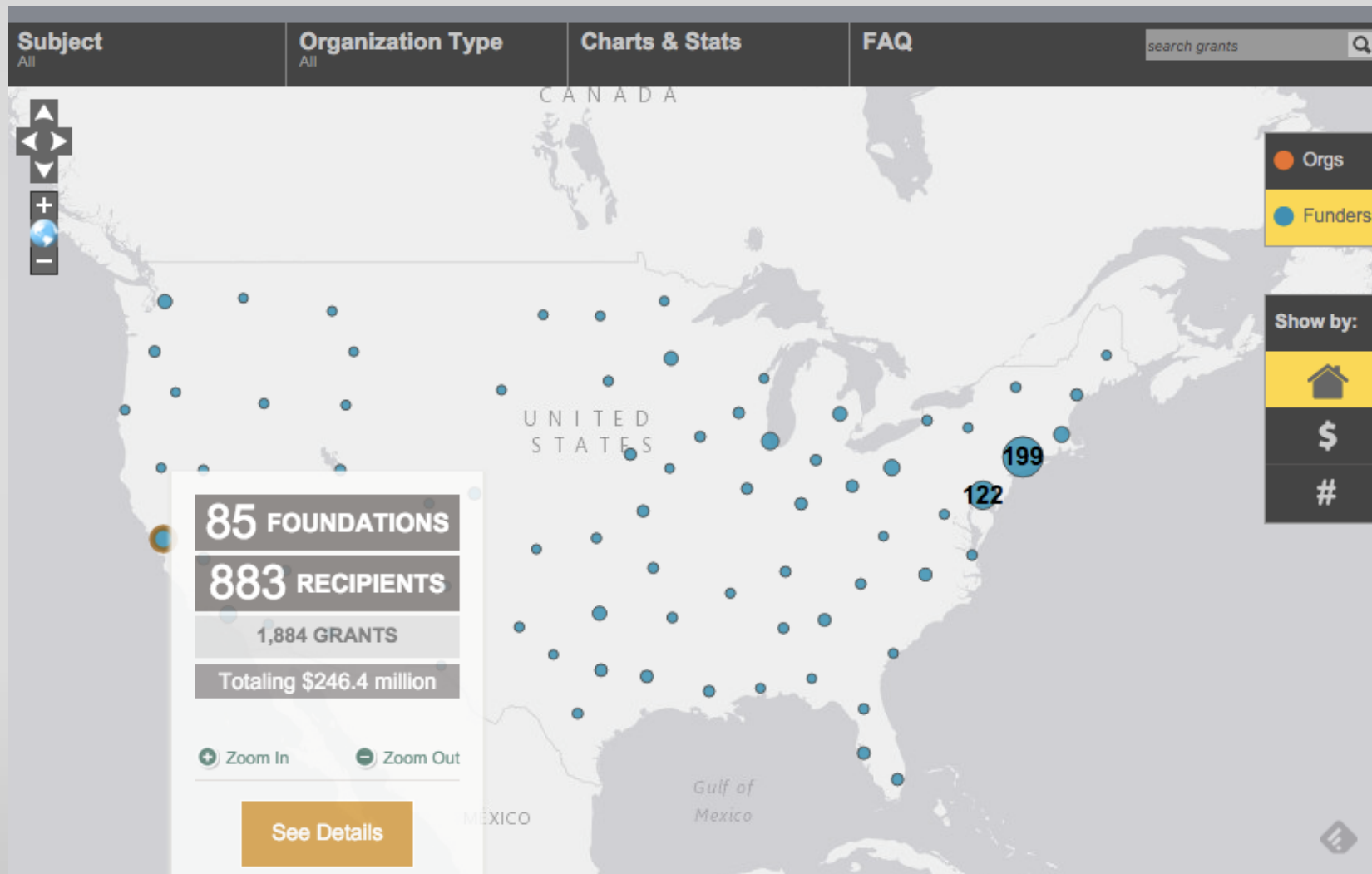
Media Grants Knowledge Center

The latest data and insights on the field of media funding.

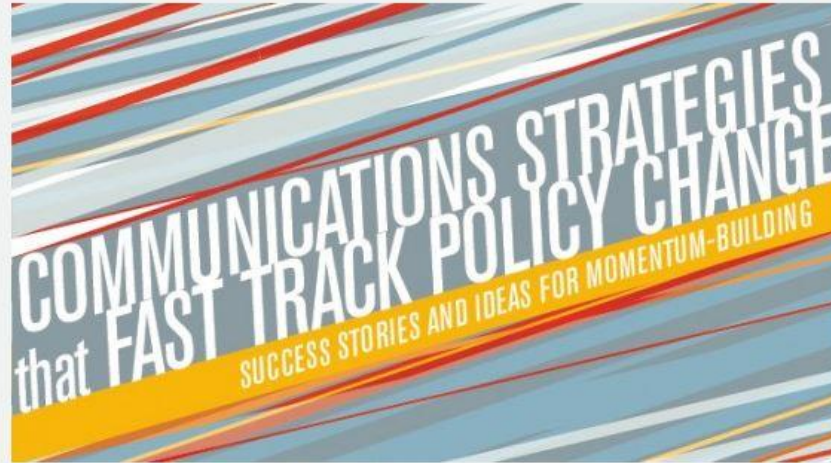


See highlights from MIF's coverage of PopTech including powerful contributions from fellows such as Joyce Kim of Stellar.

MEDIA IMPACT FUNDERS



Communications Strategies that Fast Track Policy Change



Partnering with Media Impact Funders for *Communications Strategies that Fast Track Policy Change*, **The California Endowment** aims to identify and share examples that use media and communications grantmaking to create a more receptive environment for dialogue about potential solutions, build public momentum and generate political will for policy change.

The boldest funders are willing to use their brands, their power and their political capital in support of the issues they believe in. To help spread the word about strategies and lessons learned, The California Endowment asked Hershey Cause Communications to document case studies, below, that are examples of real policy outcomes for social issues that had largely been overlooked by the public, thought leaders and lawmakers. In these cases, results were achieved in time frames that can be counted in months or years rather than decades.

► Sign up for our newsletter

Keep up-to-date with the latest news from the field. [Click to sign up.](#)

Recent newsletters

- October 2015
- September 2015
- August 2015
- June/July 2015

LATEST TWEETS

RT @BarraFdn @maariporter highlights the wave of new foundation leaders in #GreaterPhila #SparklingSolutions2015 <https://t.co/E5LztJfbj3>

RT @philanthropyPHL: #SparklingSolutions2015 getting underway. Packed house! <https://t.co/gHxBsNm8me>



FAST TRACK for POLICY CHANGE

The California Endowment believes there are many opportunities for grantmakers to use communications to shift their program work into high gear. Policy Change on the Fast Track seeks to identify and share examples that use media and communications grantmaking to create a more receptive environment for dialogue about potential solutions, build public will and generate political will for policy change. We invite you to share your experiences and best practices at MediaImpactFunders.org/FastTrack.

10 Elements of Success

Among the Fast Track case studies, we've identified the following 10 insights. The most critical elements of success for each case appear as symbols throughout the series.



1 SOLUTIONS

The majority of these initiatives contained messages not just about the problem, but about a range of potential solutions. The net effect is to give the public hope and give policymakers a call to action. This approach also speaks directly to the nexus of the nature of the Internet and journalism: to both ask questions and answer them.



2 POLICYMAKERS

Identifying policymakers explicitly as a target audience and devoting appropriate resources to outreach is key. Whenever possible, explicitly making it a bi-partisan effort can be very effective.



3 AGILITY

While a communications strategy is important, so is building in flexibility. The ability to respond quickly with resources to a changing landscape is critical to overcoming unforeseen challenges and leveraging unexpected opportunities. Often these initiatives can be a bit messy mid-stream; flexibility and agility makes navigation easier.



4 REPETITION

Continuity of coverage has a multiplier effect on awareness building. Journalistic series and paid-advertising campaigns keep issues top-of-mind during delays in the legislative process.



5 HUMANITY

Engaging community voices can be a powerful way to give an issue a human face. Emphasizing personal impact stories can also support journalistic efforts, assist with multi-media content, engage the constituents of lawmakers and provide testimonials for solutions.



6 PAID ADVERTISING

Having the ability to control the content and timing of messages through paid advertising can create awareness during key milestones. The ability to customize messages geographically or by target audience can also accelerate the speed of social change.



7 FOUNDATION BRANDING

Putting a foundation's name and "brand" on media or communications efforts lends credibility and gravitas to an issue, especially in smaller markets or rural areas. Stakeholders are more likely to take another look at an issue if it has become the priority of a philanthropic institution.



8 MEDIA START-UPS

Establishing digital outlets where in-depth coverage about an issue can be a cost-effective and efficient way of designating a "space" for the issue to live in. At their best, these sites also become media tools for expanded and sustained coverage over time.



9 PARTNER. PARTNER. PARTNER.

Whether it is funder partnerships or media partnerships, collaborative and in-kind efforts result in impact that is greater than the sum of its individual parts.



10 INTEGRATION FROM THE OUTSET

The combination of media, community and policy-maker engagement from the beginning of a strategic communications effort is key to success. The catalytic effect of coordinating and integrating these strategies far outweighs any one as a siloed or solo effort.

Find more at: MediaImpactFunders.org/FastTrack

MEDIA IMPACT FUNDERS

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CASE STUDY

THE INVISIBLE WAR

COMMUNICATIONS STRATEGIES that FAST TRACK POLICY CHANGE



HIGHLIGHTS

Issue Sexual assault in the military goes underreported and under prosecuted as a crime. Women assaulted during service have a higher PTSD rate than men in combat.

Strategy Focused communications strategy for policymaker education integrated into the production process for documentary film.

Who Fledgling Fund and others including the Women's Donor Network, Sundance Institute and several private donors.

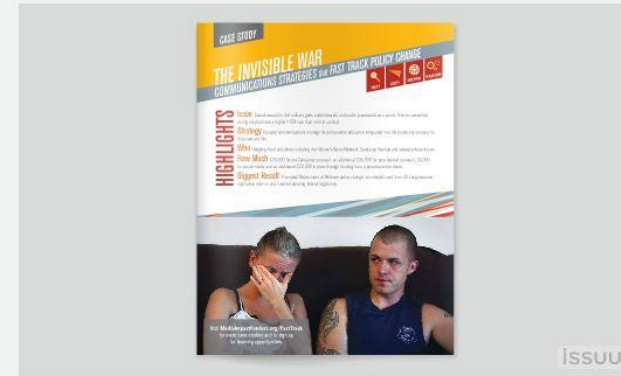
How Much \$25,000 for pre-Sundance outreach; an additional \$35,000 for post-festival outreach, \$5,000 for social media and an additional \$20,000 in pass-through funding from a private partner donor.

Biggest Result Prompted Department of Defense policy change, stimulated more than 30 Congressional legislative reforms and inspired pending federal legislation.



Visit MediaImpactFunders.org/FastTrack for more case studies and to sign up for learning opportunities.

The Invisible War



Open publication - Free publishing

Issue: Sexual assault in the military goes under reported and under prosecuted as a crime. Women assaulted during service have a higher PTSD rate than men in combat.

Strategy: Focused communications strategy for policymaker education integrated into the production process for documentary film.

Who: Fledgling Fund and others including the Women's Donor Network, Sundance Institute and several private donors.

How much: \$25,000 for pre-Sundance outreach; an additional \$35,000 for post-festival outreach, \$5,000 for social media from the Fledgling Fund plus \$20,000 in pass-through funding from a private partner donor. Also \$100,000 and \$50,000 for outreach and social media, respectively, from other funders.

Biggest Result: Prompted Department of Defense policy change, the writing and passing of 35 reforms in Congress. Additional legislation pending.

Download case study PDF

More information at:

- *The Invisible War* website <http://invisiblewarmovie.com/>
- Assessing Creative Media's Social Impact, Fledgling Fund (2009) <http://www.thefledglingfund.org/resources/impact>
- Understanding Distribution, Outreach/Strategic Communications and Audience Engagement, Fledgling Fund (2010): <http://www.thefledglingfund.org/resources/distribution-to-audience-engagement>
- PUMA Video <https://vimeo.com/79346821>
- Real Films, Real Impact: http://britdoc.org/real_good/evaluation
- Good Pitch 2013 Review summary report: http://britdoc.org/uploads/media_items/good-pitch-review-2013_web.original.pdf