

THE NGO ACADEMY'S

*Advocacy  
Algorithm*



with Karen Judd Smith

with Karen Judd Smith

# Advocacy Algorithm



## Module V: Lesson 25 Mobilizing Resources



# MOBILIZING RESOURCES

- What constitutes “mobilizing resources” in general and more specifically, in the context of advocacy.
- Why thinking beyond money is important.
- Who should be good at mobilizing resources?
- What are the steps to mobilizing resources for advocacy?
- Actions to include...

# MOBILIZING RESOURCES

- What are the two types of power for mobilizing resources in the advocacy context?
- 5 Steps to mobilizing resources
- A look at the power grid
- Working with stakeholders



# GENERAL RESOURCE MOBILIZATION

- How can an organization get what is needed to sustain your organization and work?
- Where does an organization get the human resources it needs to carry out its mission?
- Where are the required resources?

# MOBILIZING RESOURCES

- Think beyond money

# MOBILIZING RESOURCES

**Building Social  
Capital:**

*Exchange of Intangibles*

**Barter**

**Traditional**

**Currency Exchange:**

*Exchange of Money - USD*



# MOBILIZING RESOURCES

- Think beyond money
- Get people to connect with the work being done
- Be cost-effective
- Build local skills (eg “cascading training”)



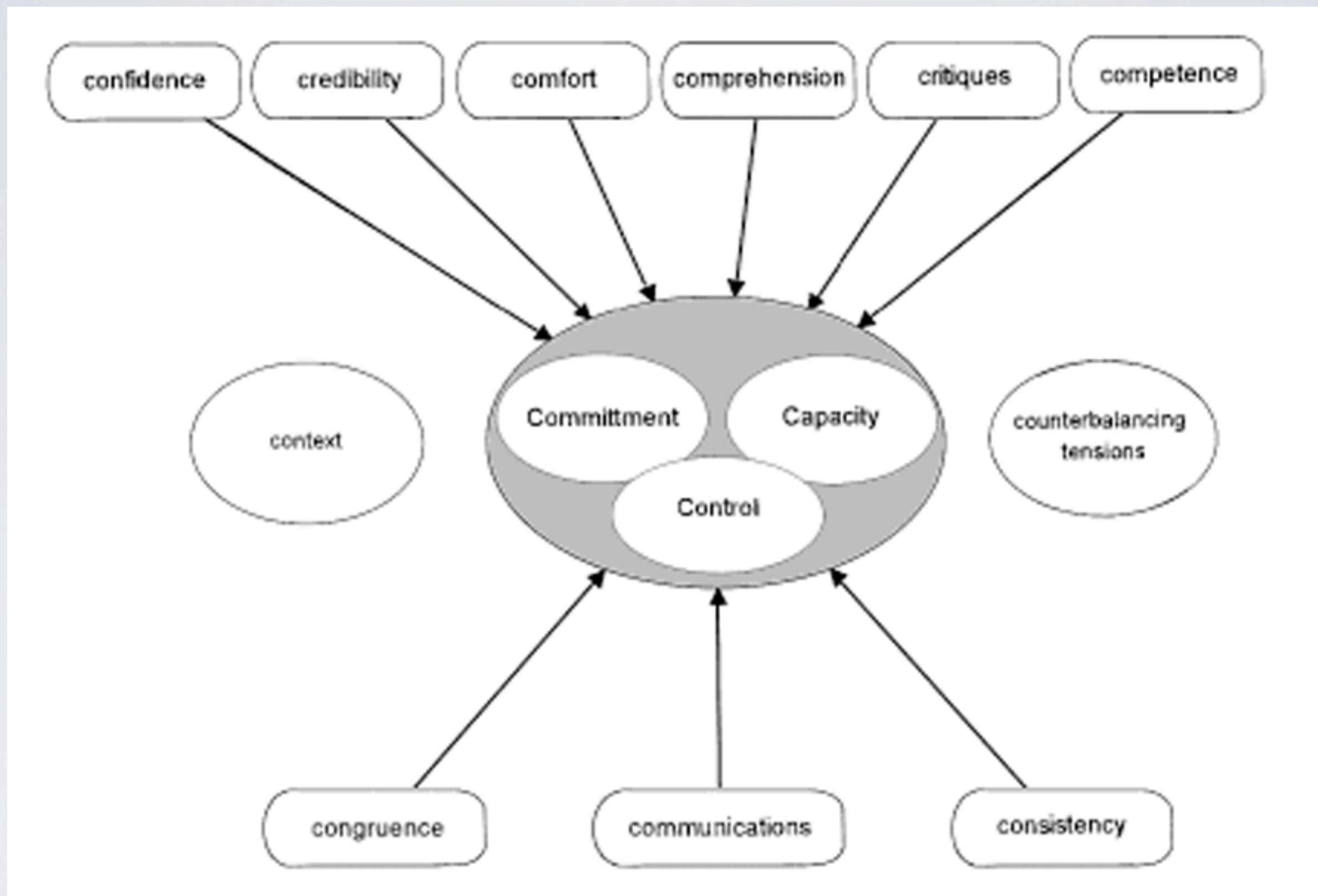
# MOBILIZING RESOURCES

- Keep records
- Stay in line with your mission
- Diversify your sources of support

# MOBILIZING **ADVOCACY** RESOURCES

- How can an organization get the leverage it needs to make an impact?
- Where and what are the required resources and how do you benefit from them?
- How do you use your organization's social capital to make strategic impact?





Dr. Ross J. Gittel, Avis Vidal

**“Community Organizing: Building Social Capital as a Development Strategy”**

# MAPPING ASSETS: THE MOBILIZING LENS

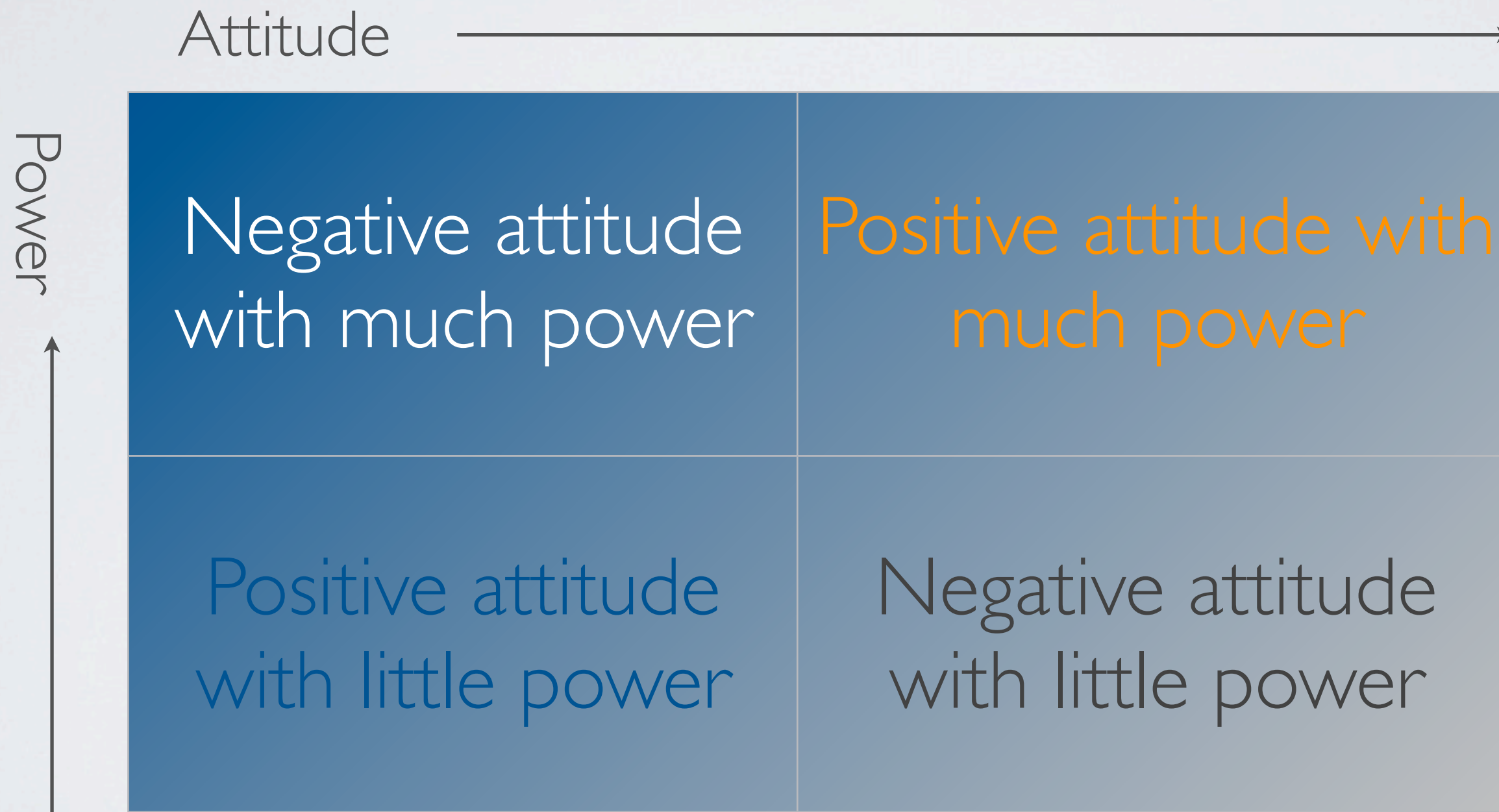
- **Step I:** Key outcomes
- **Step II:** List stakeholders
- **Step III:** Assess attitudes to outcomes (through the eyes of the stakeholders)
- **Step IV:** Identify each stakeholder's power relative to the project
- **Step V:** Determine linkages (relates to social capital)



# POWER TO **ACT**...

- Two types of power:
  - Initiating/Enabling (getting something going)
  - Maintaining power

# POWER & ATTITUDE GRID





# USING & MOBILIZING RESOURCES

- **Map** your social capital... or at least review relationships:
  - Analyze **stakeholders**  
(Investigate issues before taking action)
  - Need for and/possibility of building **coalitions**  
(Is a coalition necessary?)
- Recruiting and Sustain **Volunteer Teams**  
(Understanding the changing volunteer culture)

# MOBILIZING YOUR VOLUNTEERS?

- Re-visit your NGO's agenda at the UN (community)
- What human resources are needed to accomplish your goals?
- Would shifting your view of “volunteers” to “un-paid staff” make a difference?



# REMEMBER

- From a leadership perspective, **mobilization is not just about activity**. It is about strategic, purposeful activity involving others to achieve clearly defined goals.



# Today's Homework ...

What is one of your NGO's objectives at the UN and what kind of mobilization might be needed to achieve this?

Who are the main stakeholders in this objective?

Do you need to build a coalition or does your NGO have sufficient social capital to effect the changes alone?

