

Aligning Leadership & Advocacy

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Presented by:

BoardSource[®]

Empowering Boards. Inspiring Leadership.



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**The measure of success is not
whether you have a tough problem to
deal with,
but whether it is the same problem
you had last year.**

John Foster Dulles, Former Secretary of State

Workshop Overview

Intended Outcomes:

1. Practice building a shared vision for what the future would look like if your foundation's mission was achieved
2. Identify external and internal factors that can impact your advocacy work or strategy
3. Discuss how to make advocacy part of your board's culture

Stand for Your Mission

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 **BOLDER ADVOCACY**
An initiative of Alliance for Justice

 **FORUM**
OF REGIONAL
ASSOCIATIONS
OF GRANTMAKERS

 **NATIONAL COUNCIL OF
NONPROFITS**
National voice. State focus. Local impact.

 **Knight Foundation**

The Goal

To change the “norms” of nonprofit and philanthropic board culture and firmly establish **advocacy** as an **expectation** for effective leadership.

The Reality

Only 33% of organizations say their boards engage in advocacy.*

If advocacy is such a powerful lever for positive change...

***Why aren't we advocating
for our missions?***

* *Leading with Intent (2015)*

Roles for Foundations



Speak Up. Speak Out.

Shared vision:

How would the world be different if your mission was achieved?

Discussion:

What policy issues or societal problems does your foundation seek to address?

Internal/External Landscape

Discussion:

- ❑ What do you perceive as a challenge?
- ❑ How does your foundation support/give voice to marginalized communities?
- ❑ What's working in your favor?

Starting/Deepening the Conversation



**STAND
FOR YOUR
MISSION**

**THE POWER OF BOARD ADVOCACY:
A DISCUSSION GUIDE
FOR FOUNDATION BOARDS**

WWW.STANDFORYOURMISSION.ORG

Group Discussions:

- I. Just Starting
- II. Going Deeper
- III. Making Advocacy Part of Your Culture