



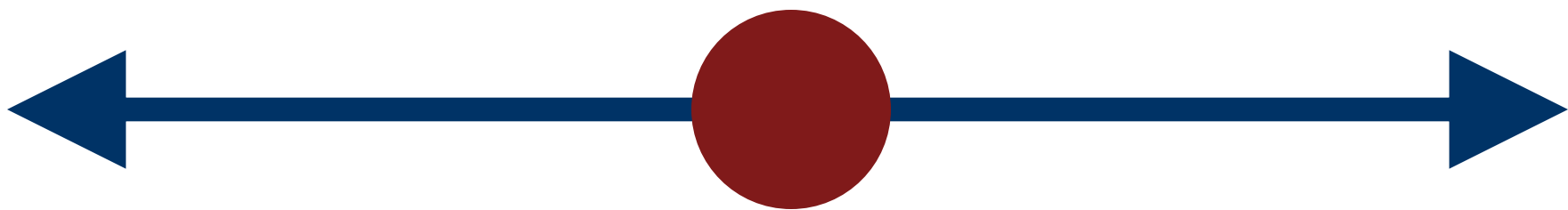
Understanding the Public Policy Landscape

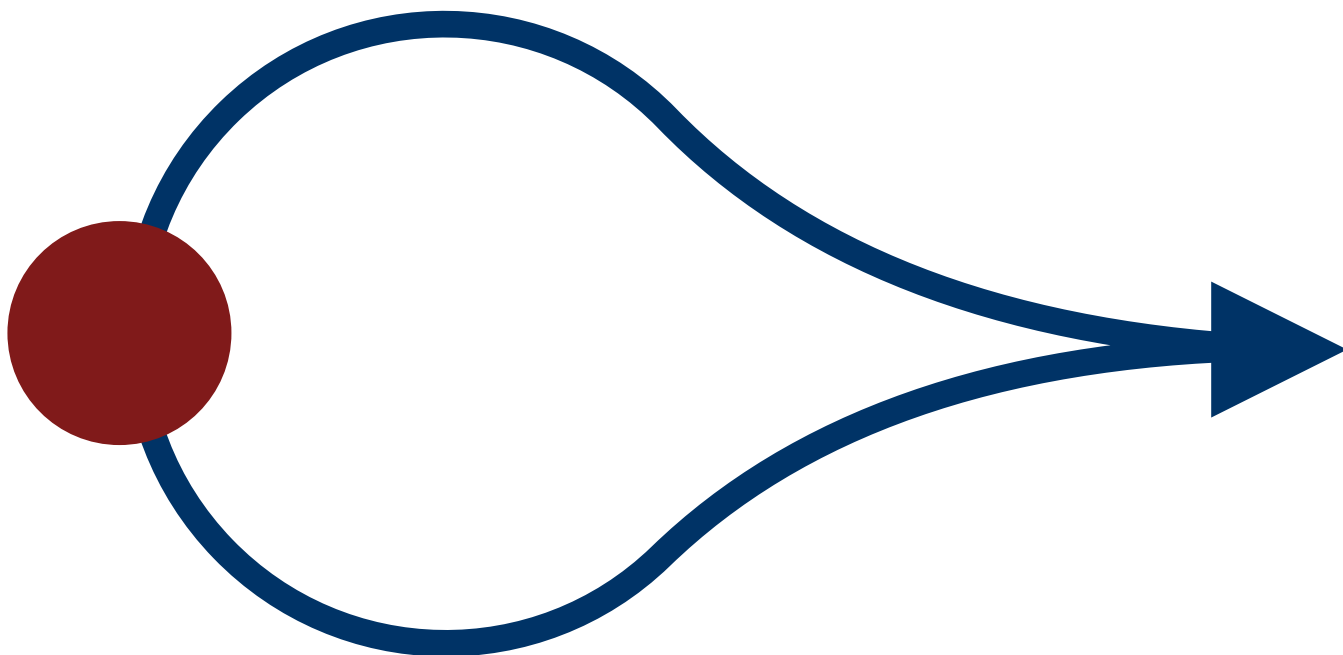
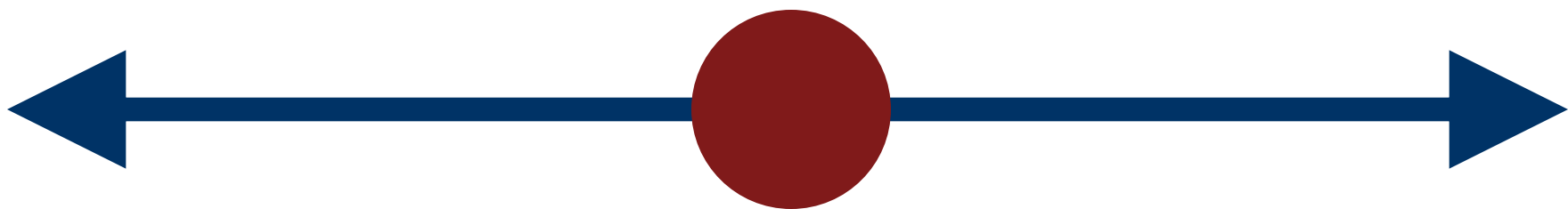
Lessons from a Retrospective Evaluation

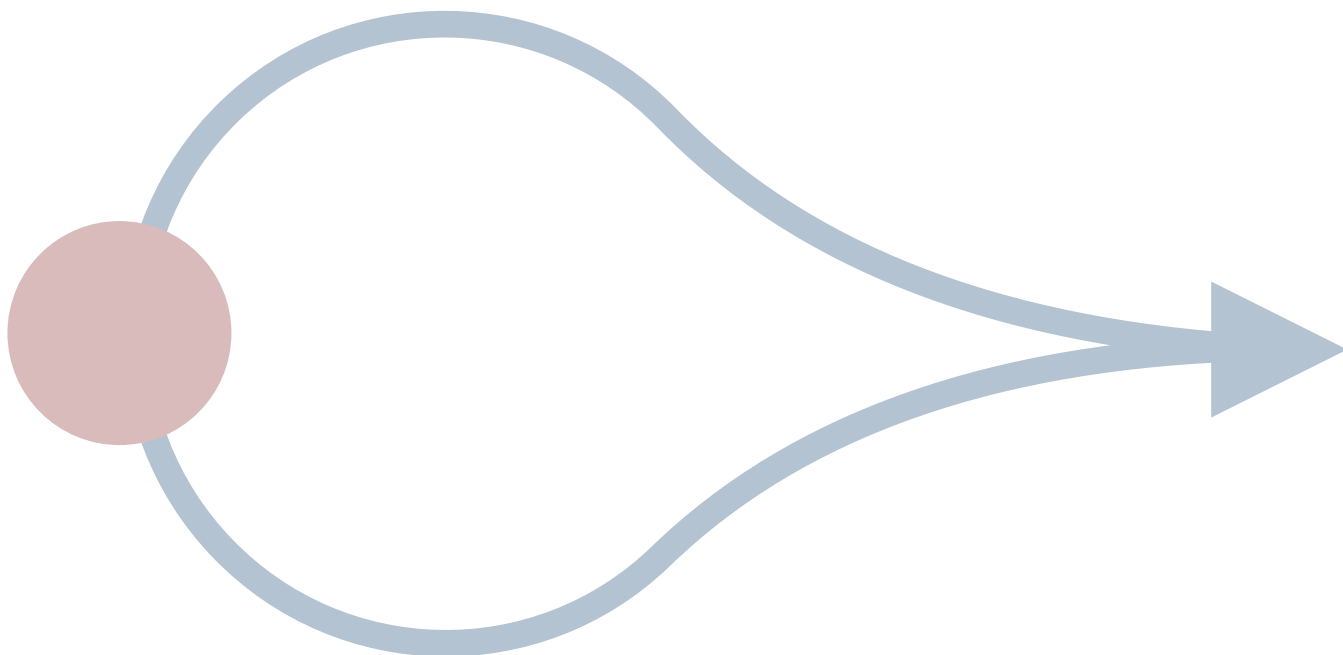
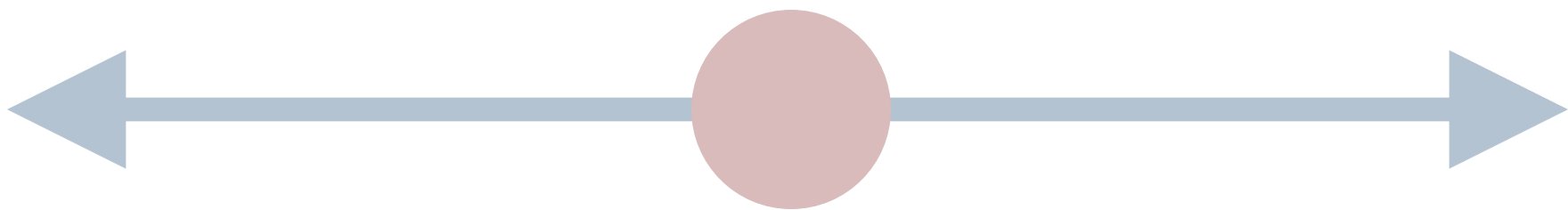
Veena Pankaj
Kat Athanasiades

Innovation Network
www.innonet.org









Agenda

1

Setting the Stage

2

Process

3

Key Insights

Agenda

1

Setting the Stage

2

Process

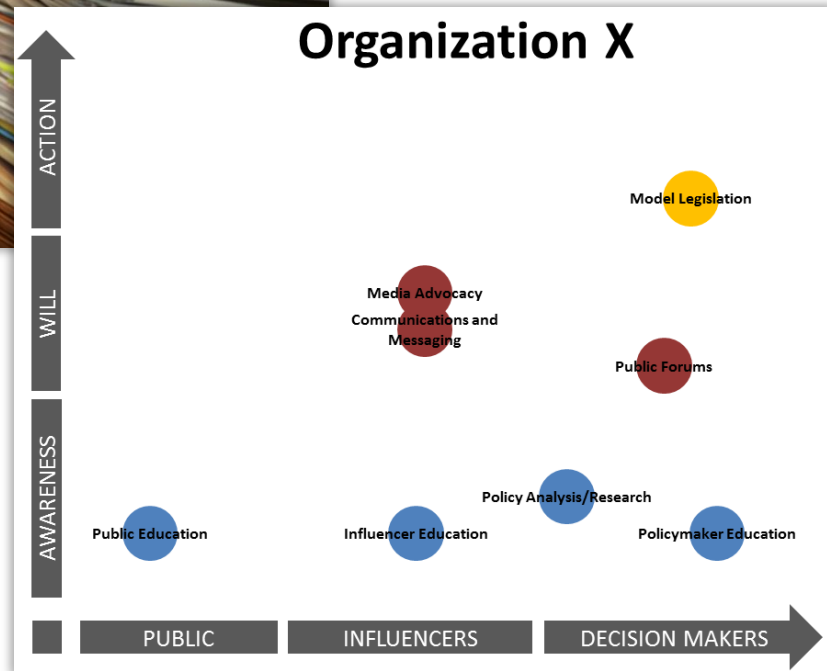
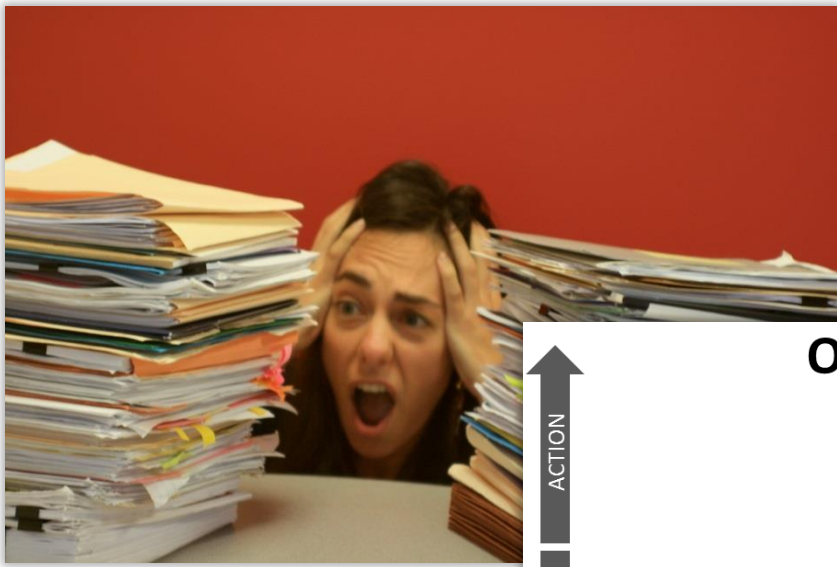
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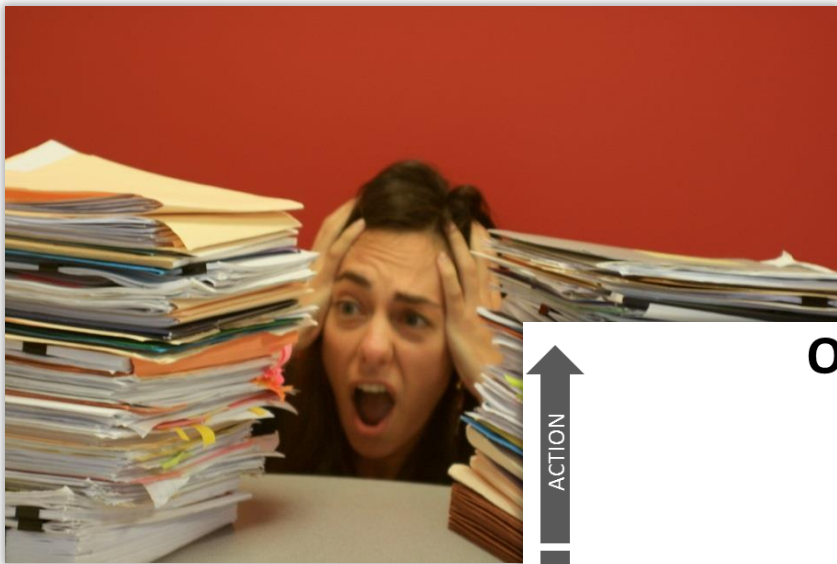
Key Insights

WHAT I REALLY DO

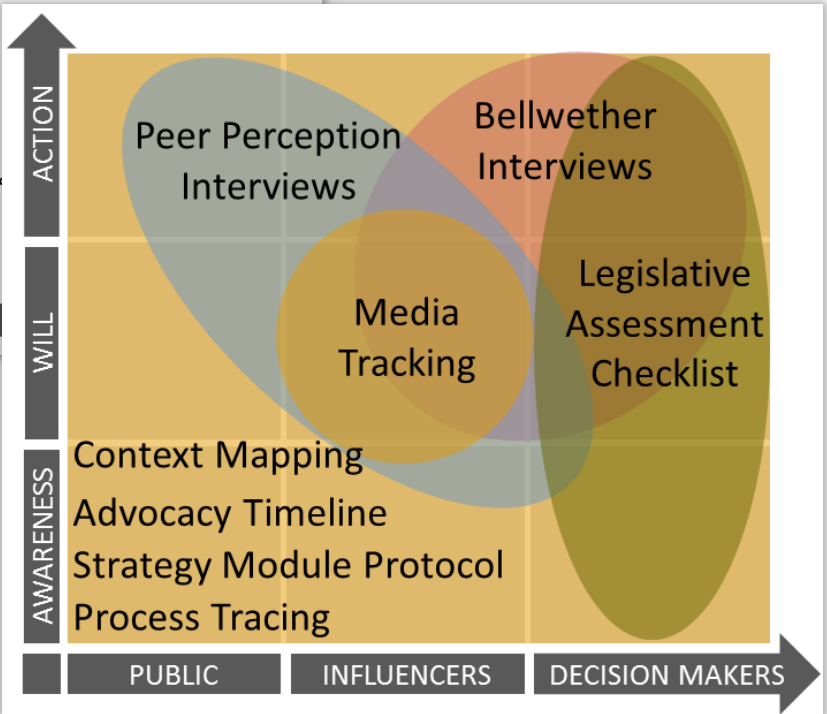
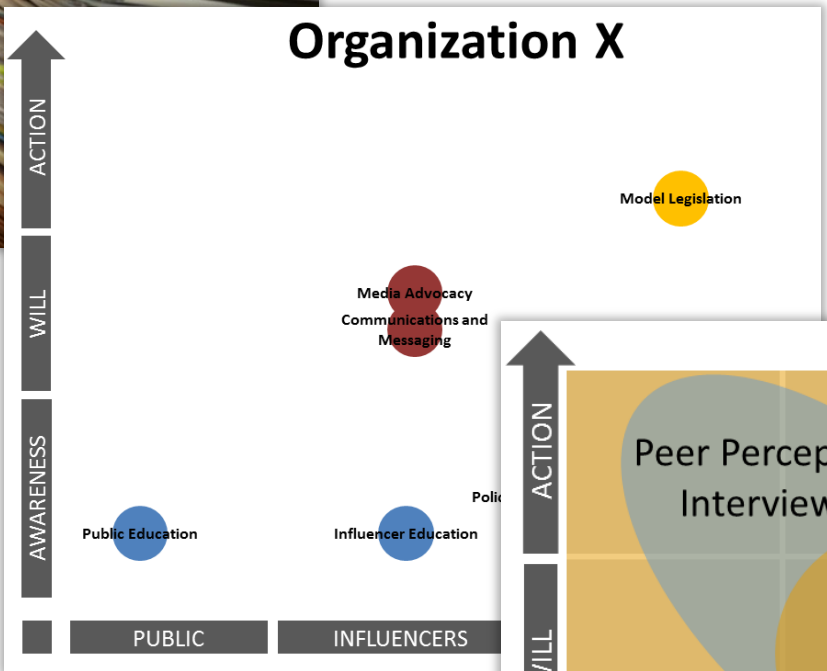








Organization X



Agenda

1

Setting the Stage

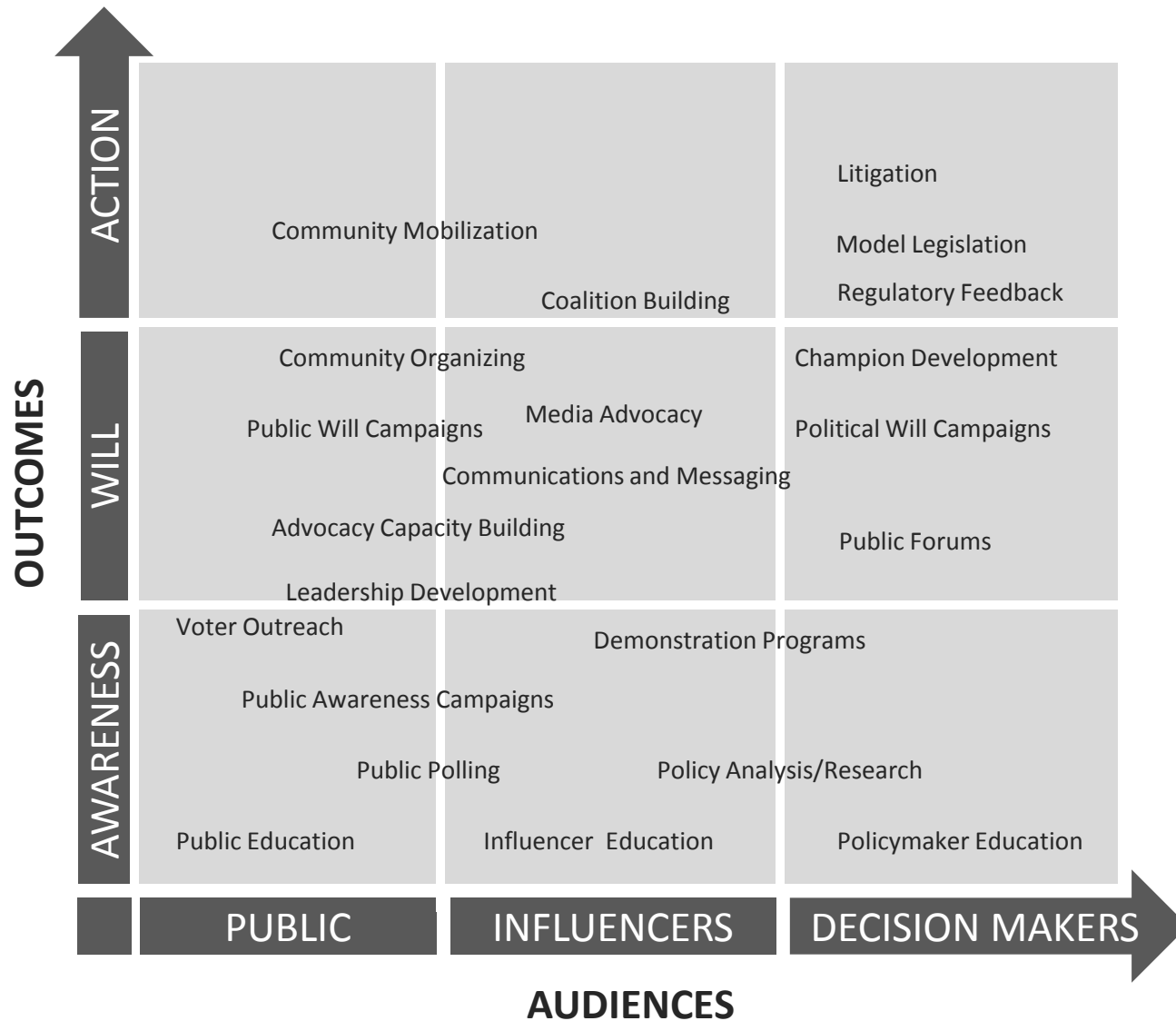
2

Process

3

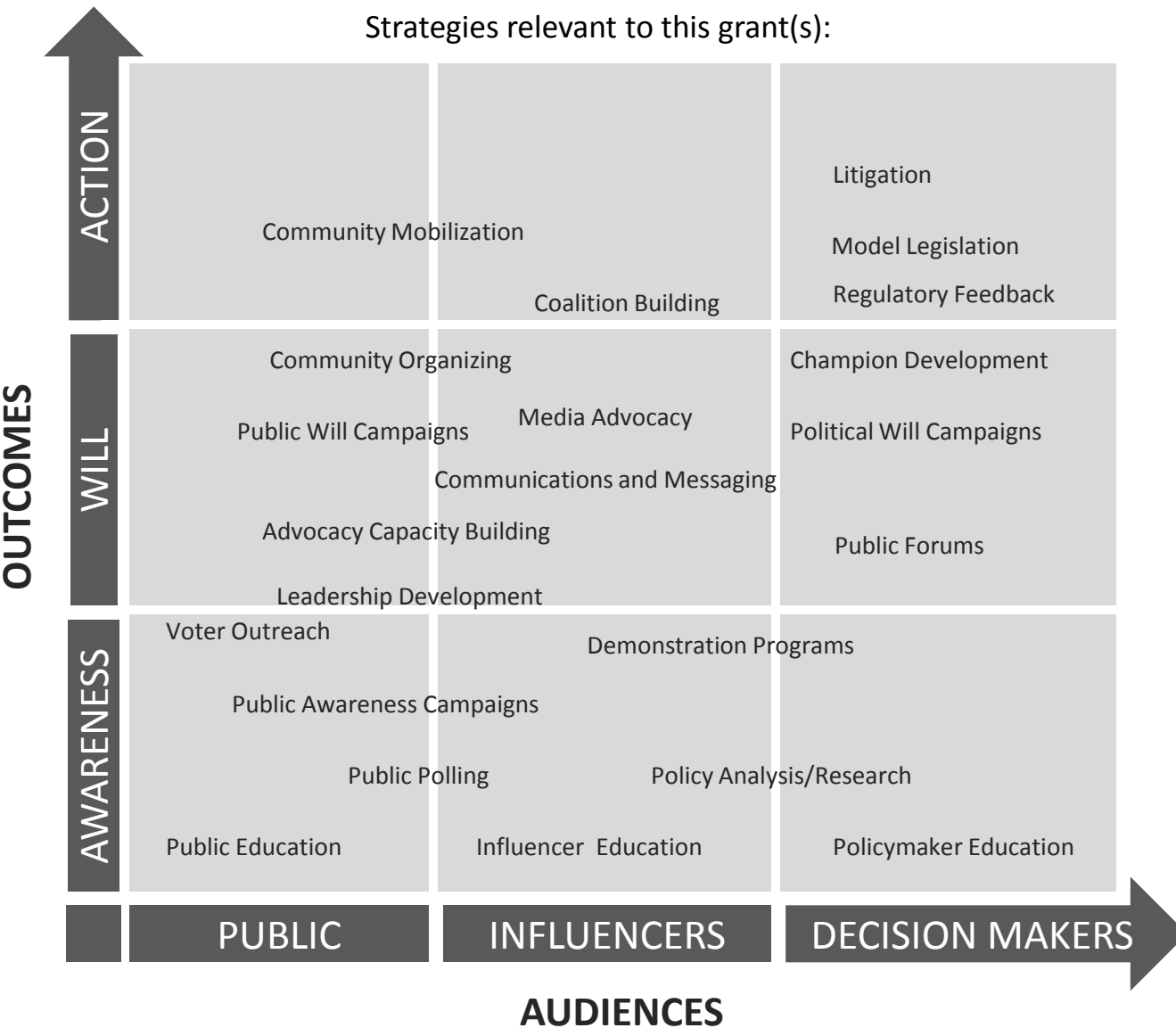
Key Insights

Framework for Public Policy Advocacy



Content area: _____
 Grantee Name: _____
 Grant Term(s): _____

Grant Amount: _____
 Grant Number(s): _____



Key outcomes areas addressed:

- 1: Knowledge and Understanding for Action
- 2: Partnerships
- 3: Policy Innovation

Targets:

Basic Grantee Information

Grantee Name: Organization X	Grant Amount: \$300,000	Topic Area: <input checked="" type="checkbox"/> Area A <input type="checkbox"/> Area B <input type="checkbox"/> Area C <input type="checkbox"/> Area D <input type="checkbox"/> Other
Grant Term(s): January 1, 2009-December 31, 2009	If multiple grants, reason for grouping: <input type="checkbox"/> Same grant activity (i.e. a renewed or extended grant) <input type="checkbox"/> Same topic/approach with related grant activities	

Assessment

This grant focuses on a tax coalition, which is comprised of 500 community asset-building organizations and pro bono tax sites across the county. With the funding, Organization X intended to launch a national advocacy campaign to inform policymakers, and do the following to advance its agenda:

Build the affiliate base: Significantly increase the number of affiliates involved in the network from around 50 to over 100

Deliverable (2009): In first narrative report, Organization X indicates that # of affiliates reached 114

Create a comprehensive strategic communications plan. Focus on developing messages and eliciting stories to effectively and compellingly disseminate its core messages

Deliverable (2009): Some client stories elicited in 2009, and planned to test a key message at local sites.

Hire communications and political consultants

Delayed in 2009. No info on this in 2010.

Redesign the website

Deliverable (2010): Redesigned website launched in Feb 2010 with a more robust set of advocacy tools for clients.

Submit quarterly policy briefs and/or publish issue papers and disseminate to elected officials and their staffs and other policymakers

Deliverable (2009): Wrote in-depth policy paper. Distributed paper to field partners and members of Congress on Day of Action Oct 2009. Also released a policy brief on VITA and two position statements.

Deliverable (2010): Produced policy brief on refundable tax credits, distributed to partners and Congressional offices. Produced targeted fact sheets with locally-focused information to distribute to members of Congress. Organization X president testified during hearing for

- Deliverables met
- Deliverables not met
- General operating support (no specific deliverables)

Basic Grantee Information

Grantee Name: Organization X	Grant Amount: \$300,000	Topic Area: <input checked="" type="checkbox"/> Area A <input type="checkbox"/> Area B <input type="checkbox"/> Area C <input type="checkbox"/> Area D <input type="checkbox"/> Other
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Assessment

This grant focuses on a tax coalition, which is comprised of 500 community asset-building organizations and pro bono tax sites across the county. With the funding, Organization X intended to launch a national advocacy campaign to inform policymakers, and do the following to advance its agenda:

Build the affiliate base: Significantly increase the number of affiliates involved in the network from around 50 to over 100

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Media Advocacy

Create a comprehensive strategic communications plan. Focus on developing messages and eliciting stories to effectively and compellingly disseminate its core messages

Deliverable (2009): Some client stories elicited in 2009, and planned to test a key message at local sites.

Public/Influencer Education

Hire communications and political consultants

Delayed in 2009. No info on this in 2010.

Redesign the website

Deliverable (2010): Redesigned website launched in Feb 2010 with a more robust set of advocacy tools for clients.

Public Education

Submit quarterly policy briefs and/or publish issue papers and disseminate to elected officials and their staffs and other policymakers

Policymaker Education

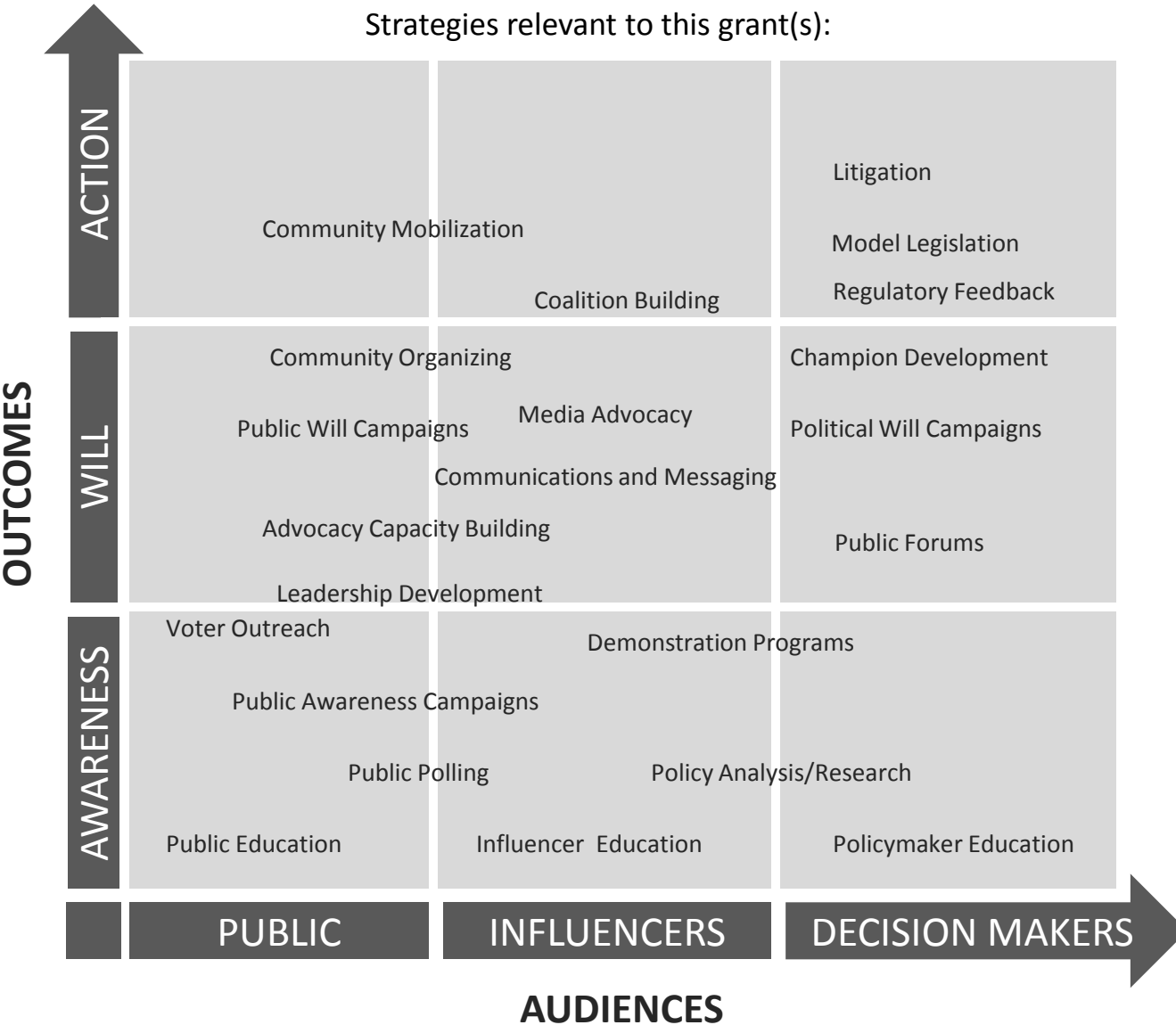
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- Deliverables met
- Deliverables not met
- General operating support (no specific deliverables)

Content area: Area A
 Grantee Name: Organization X
 Grant Term(s): 1/1/09-12/31/09

Grant Amount: \$300,000
 Grant Number(s): OrgX20090112



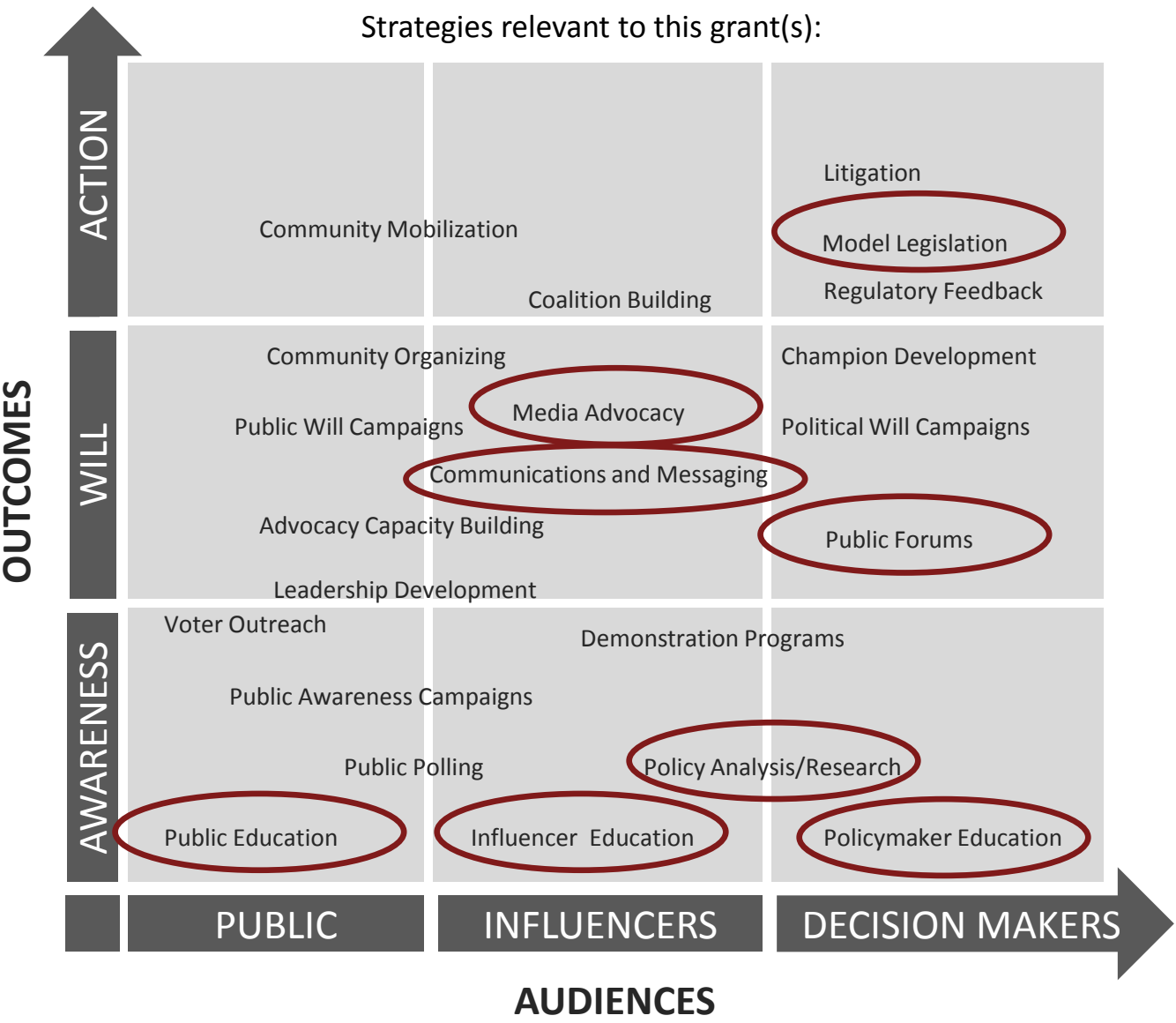
Key outcomes areas addressed:

- 1: Knowledge and Understanding for Action
- 2: Partnerships
- 3: Policy Innovation

Targets:

Content area: Area A
 Grantee Name: Organization X
 Grant Term(s): 1/1/09-12/31/09

Grant Amount: \$300,000
 Grant Number(s): OrgX20090112



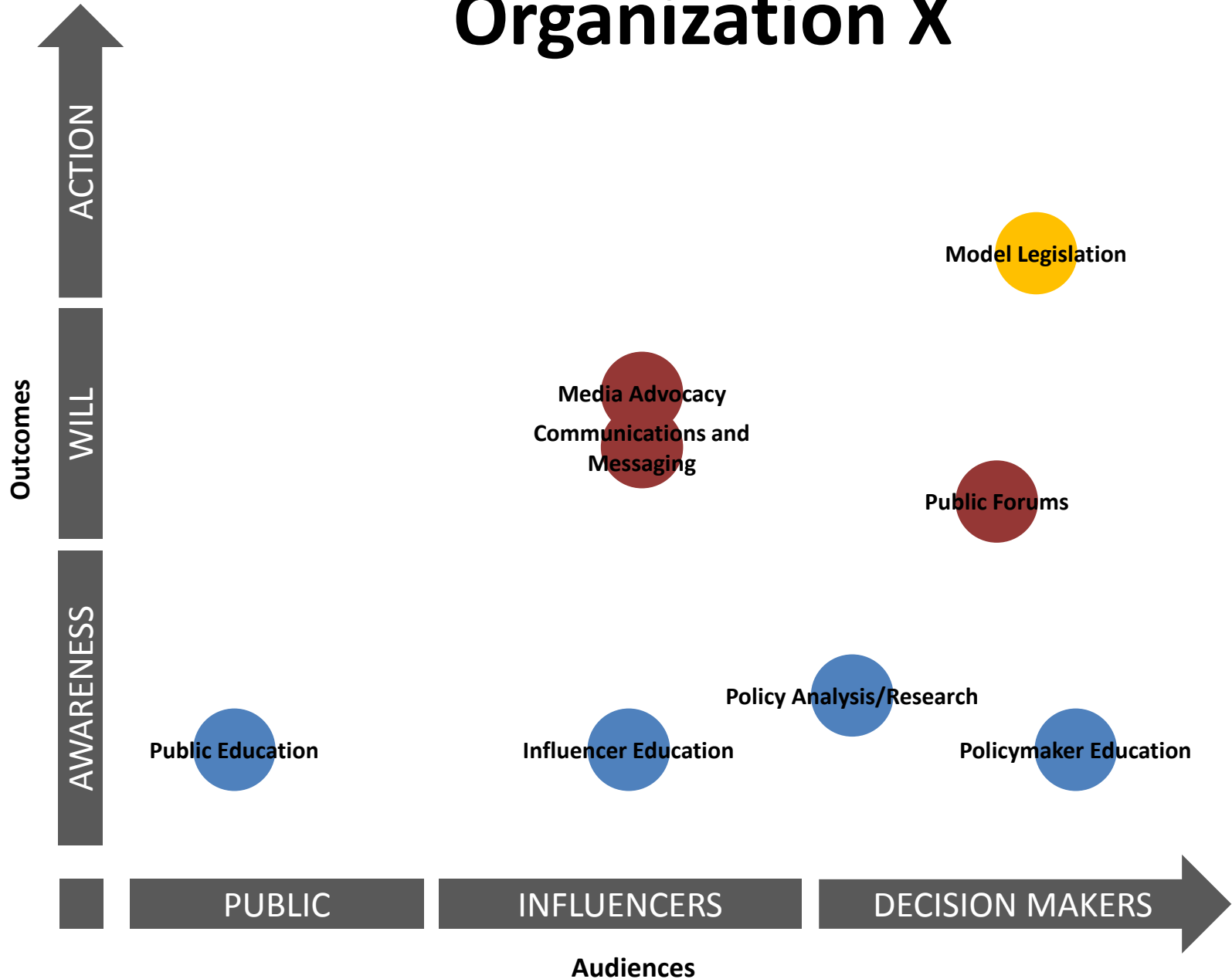
Key outcomes areas addressed:

- 1: Knowledge and Understanding for Action
- 2: Partnerships
- 3: Policy Innovation

Targets:

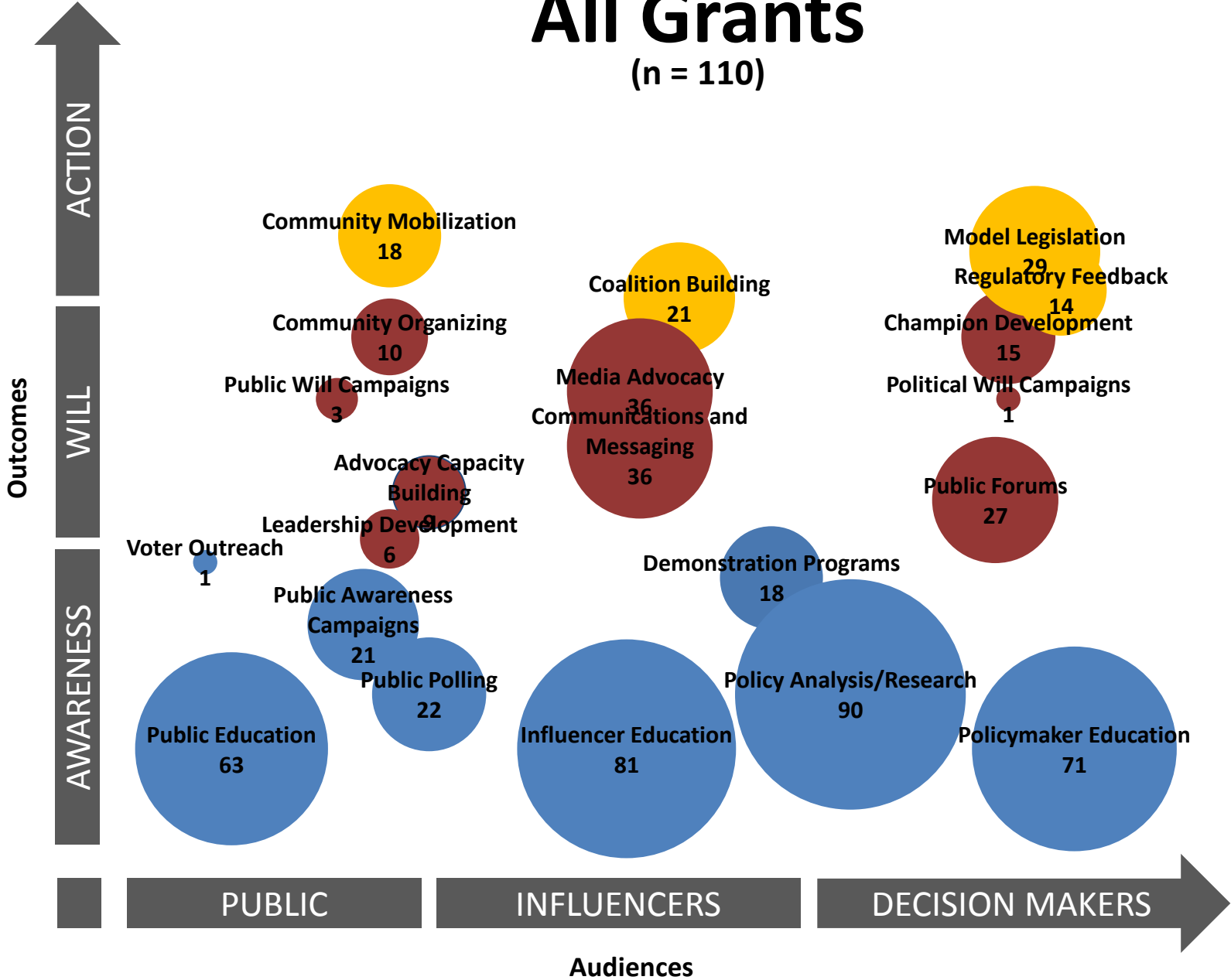
- Policymakers
- Advocates

Organization X



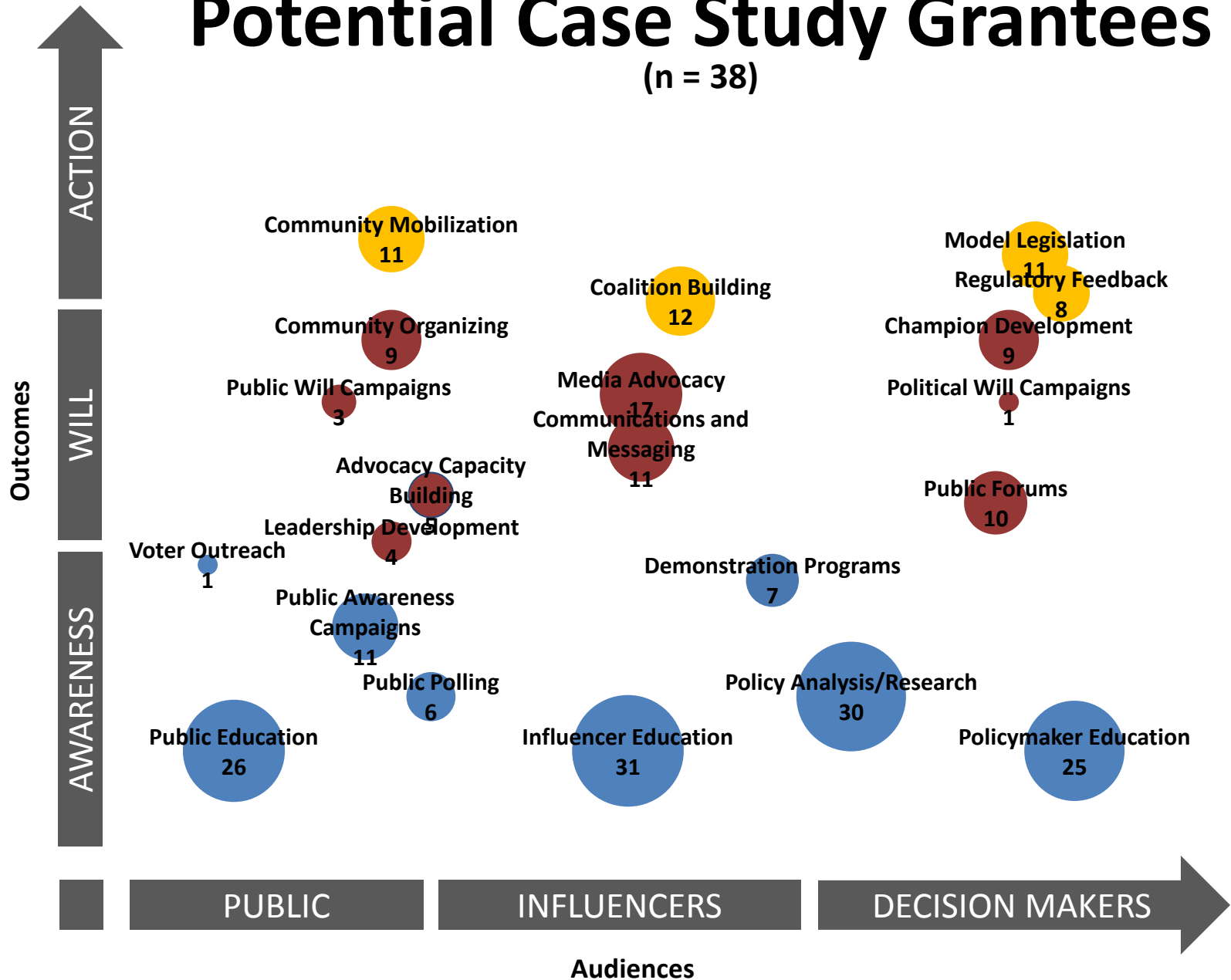
All Grants

(n = 110)



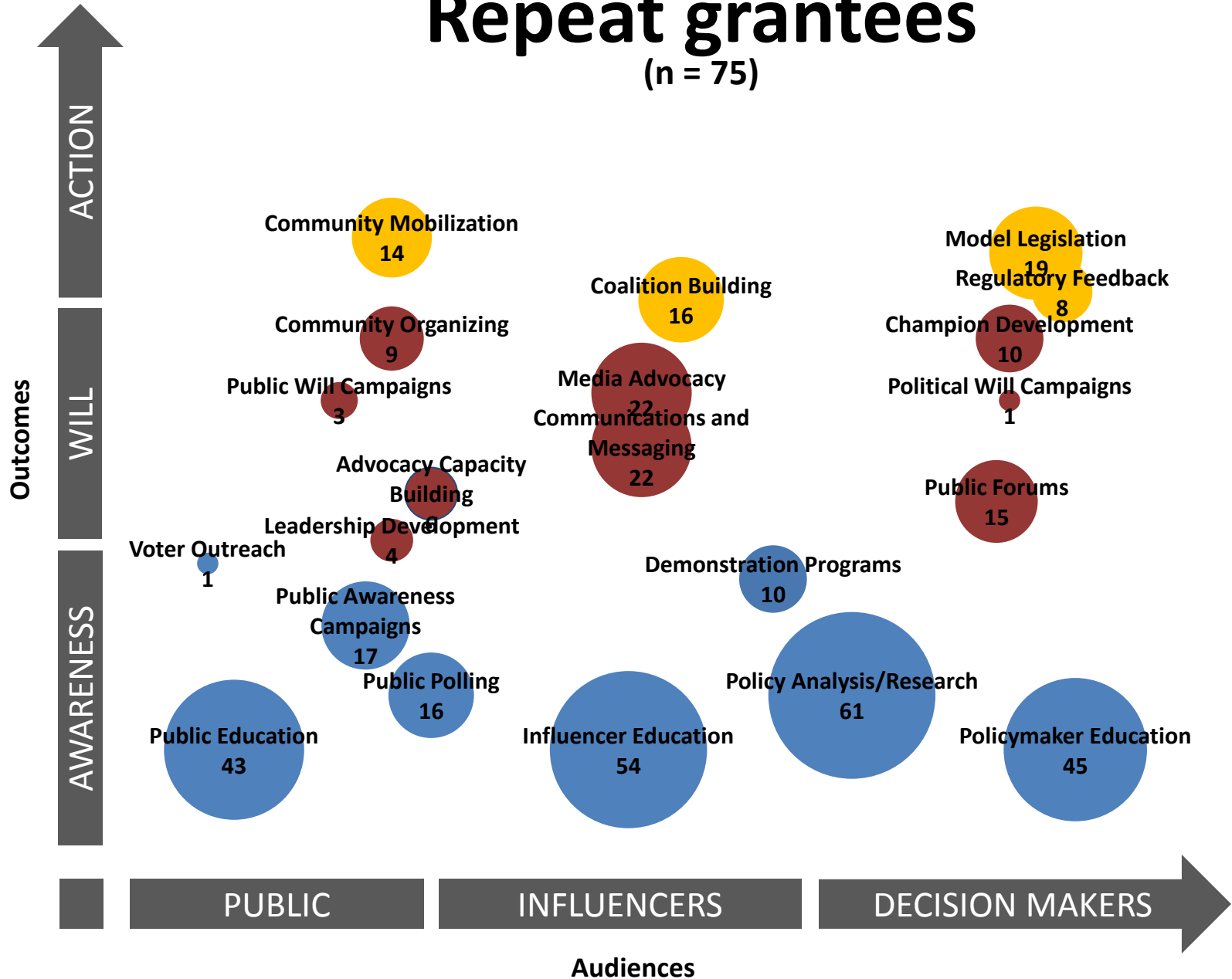
Potential Case Study Grantees

(n = 38)



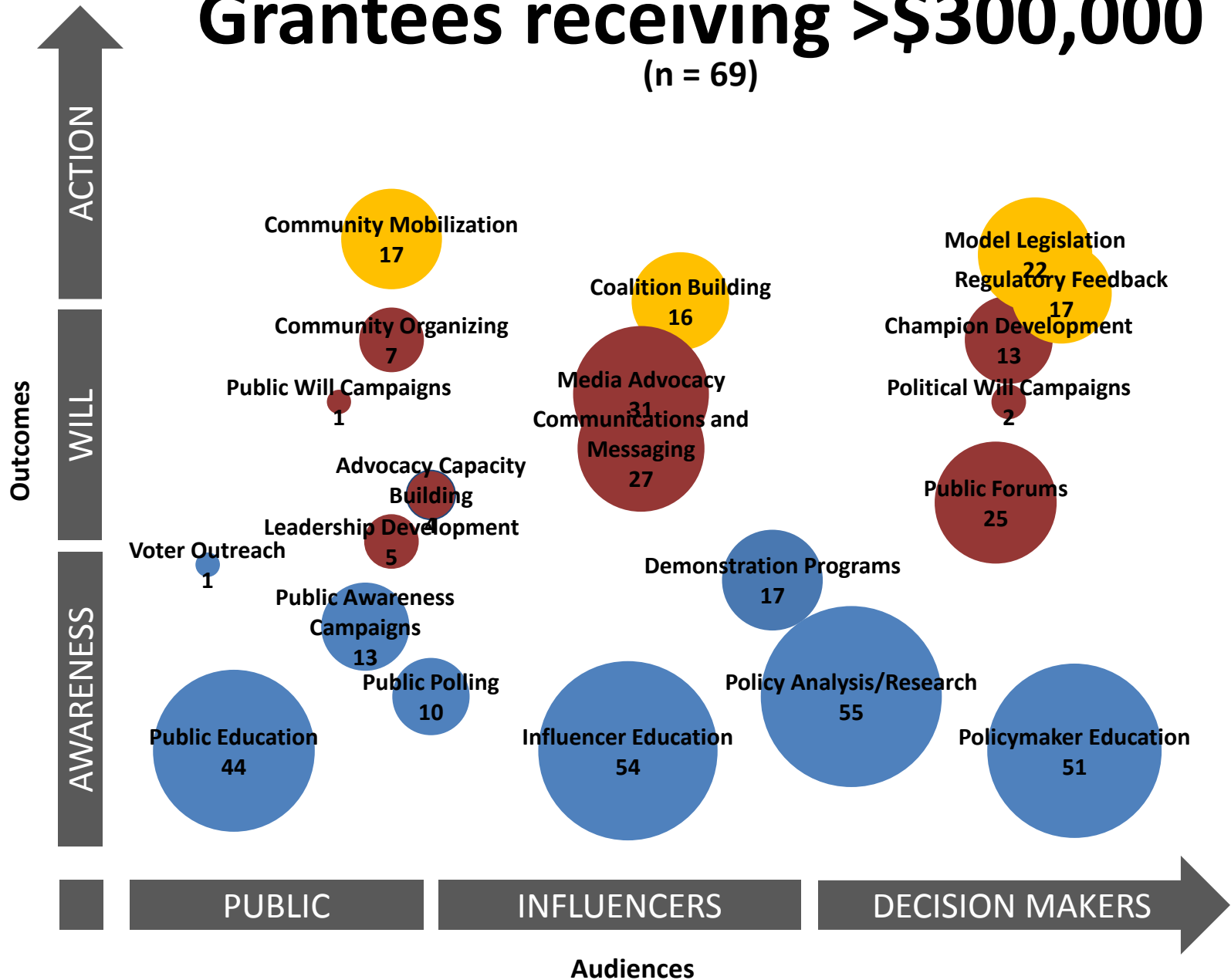
Repeat grantees

(n = 75)

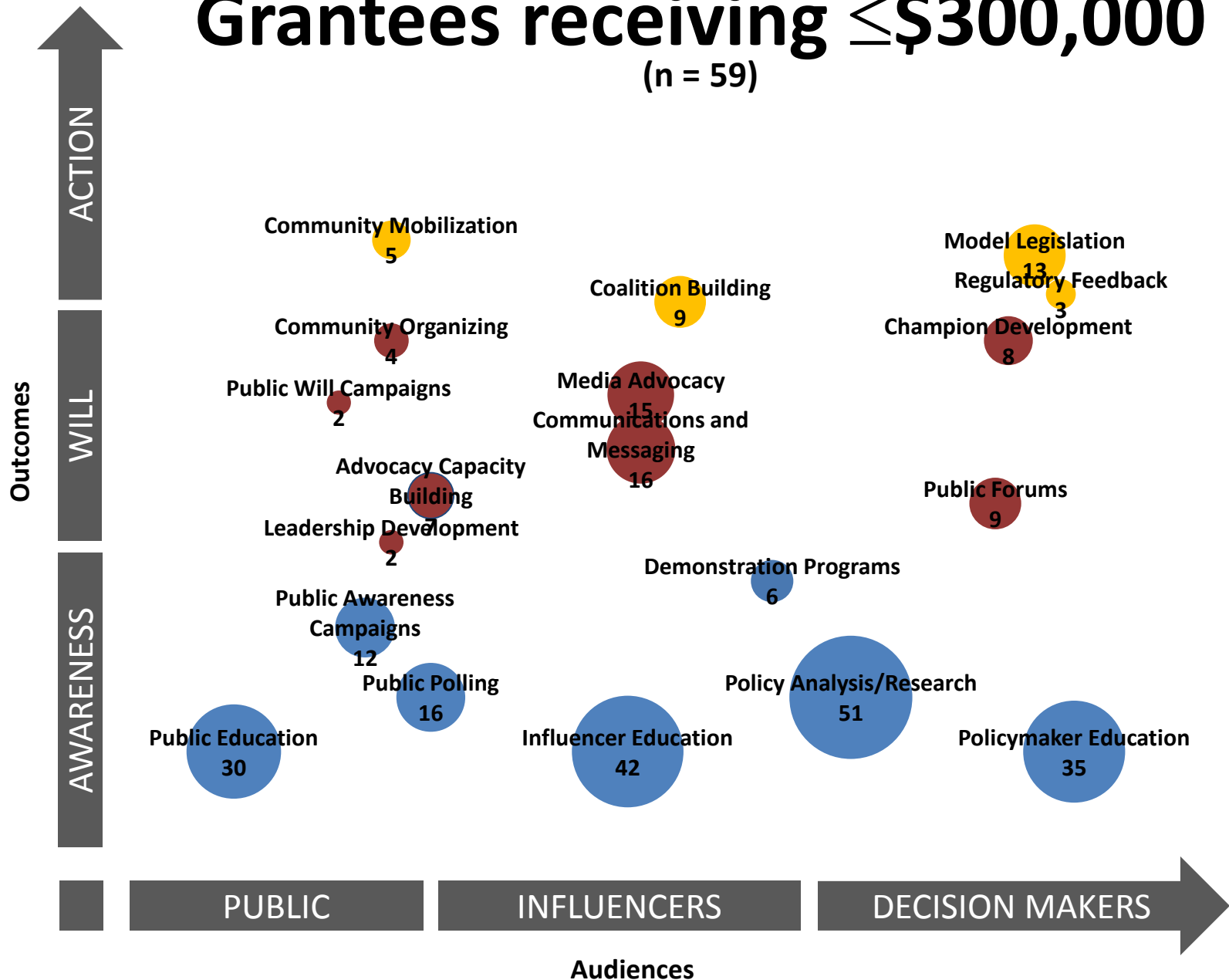


Grantees receiving >\$300,000

(n = 69)



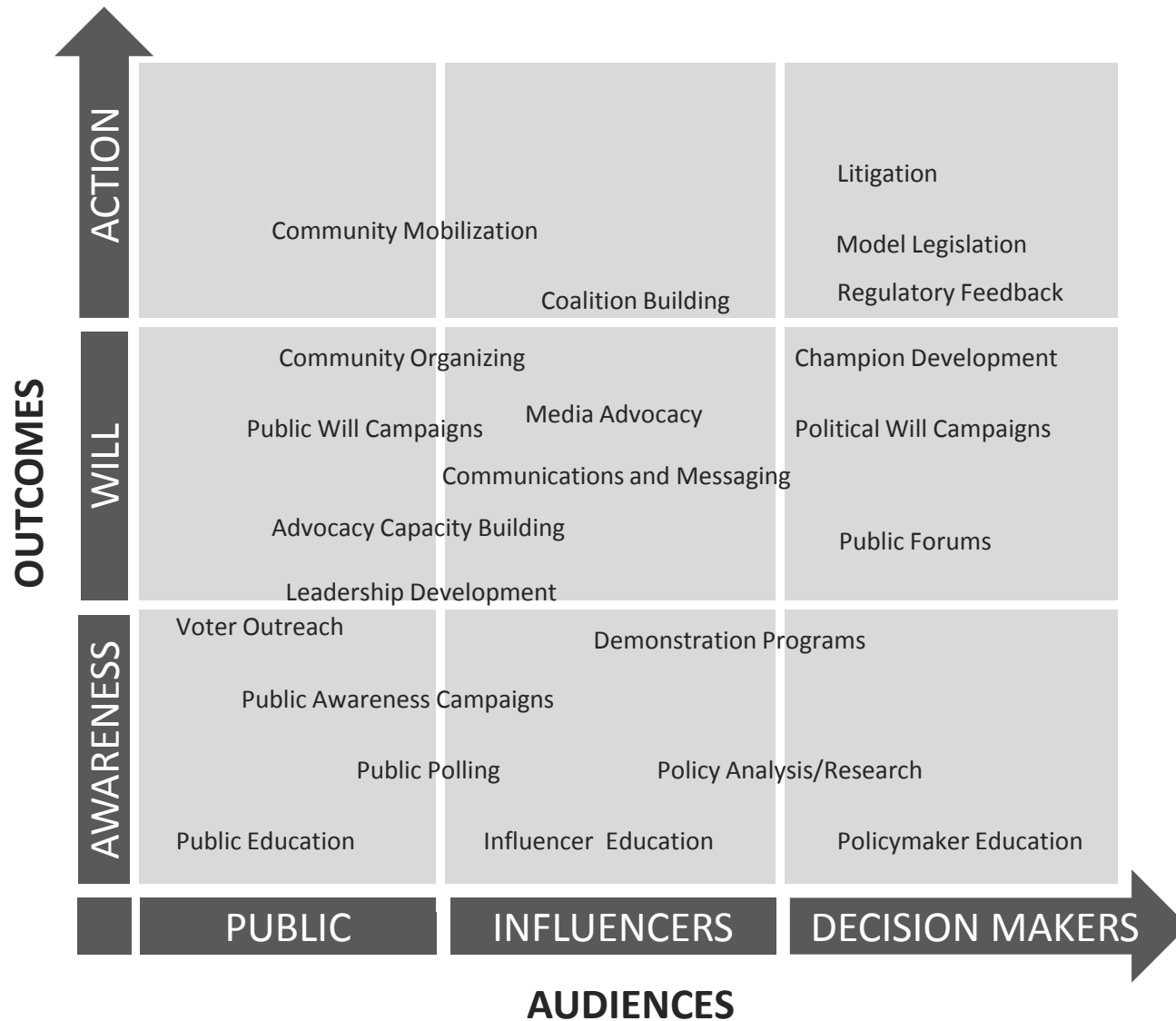
Grantees receiving $\leq \$300,000$ (n = 59)

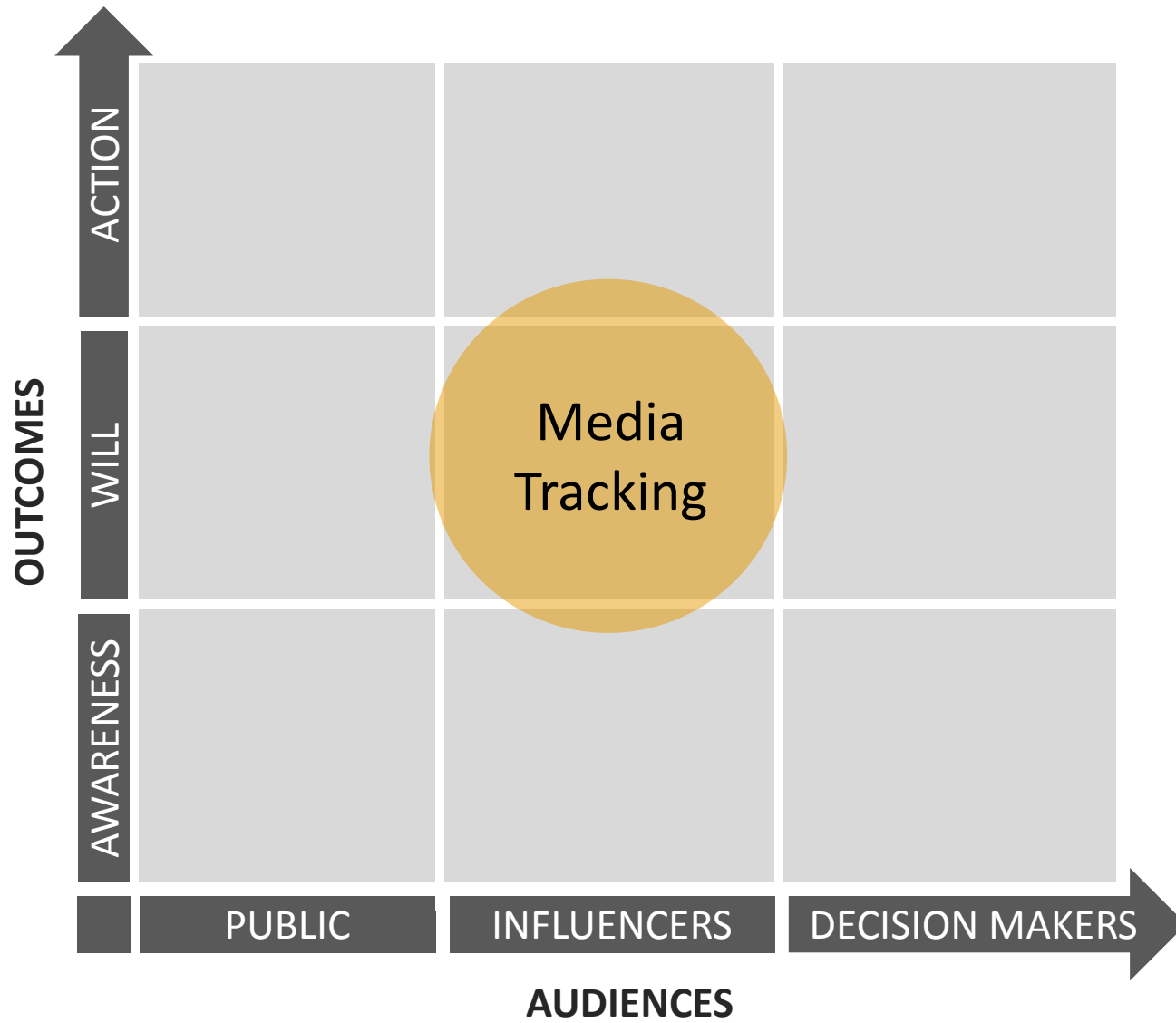


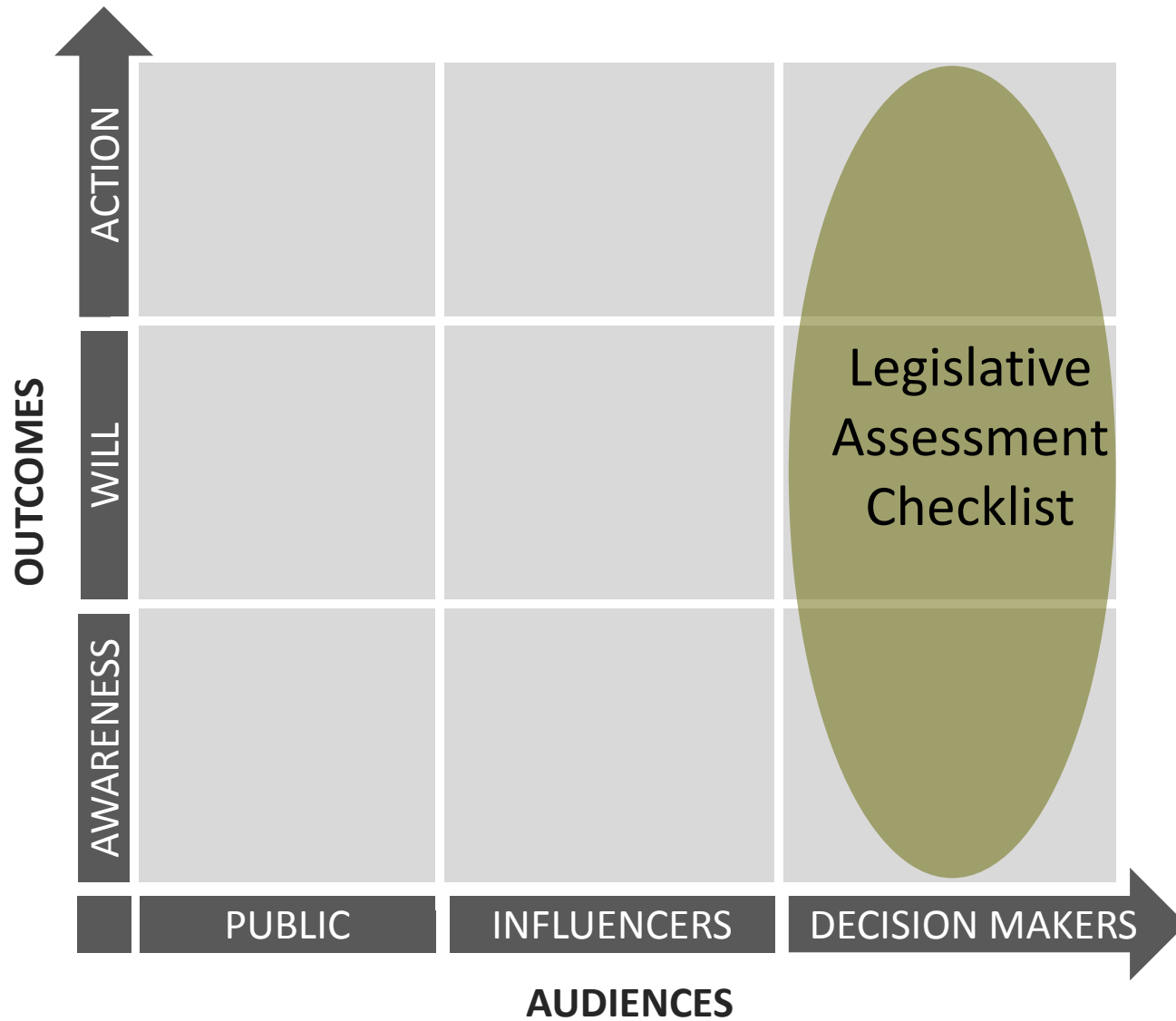
How do you
operationalize
this information?

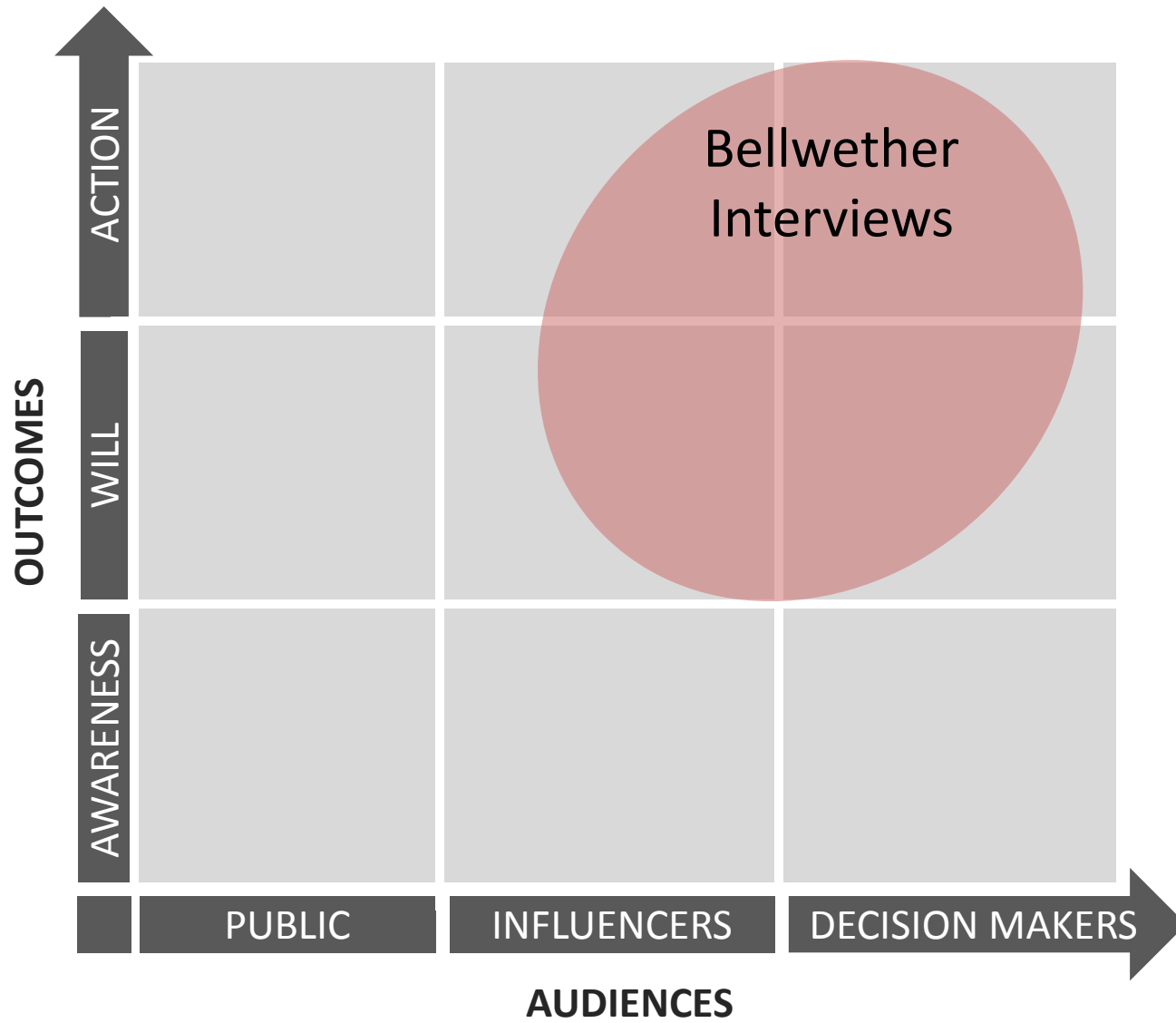


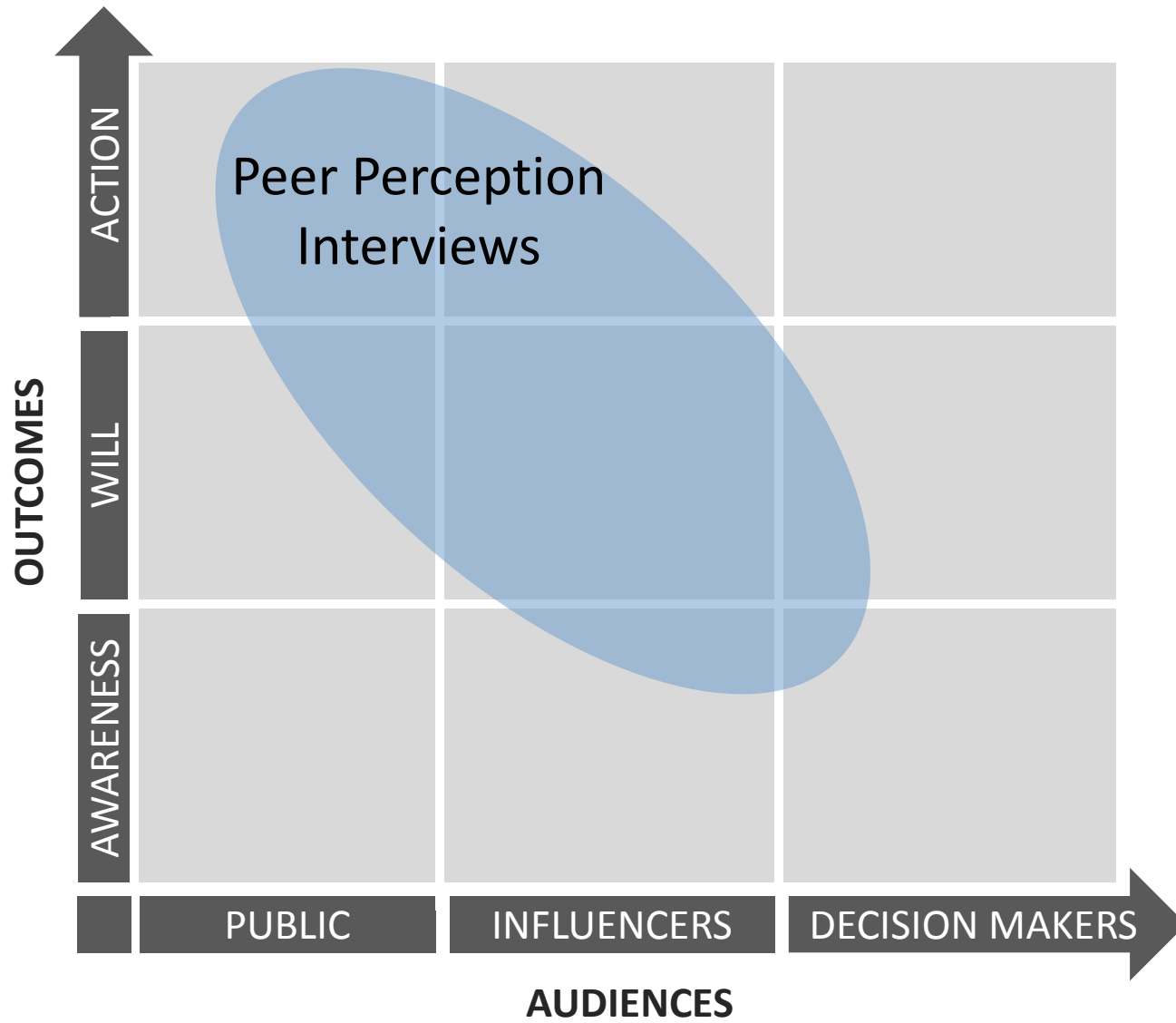
Framework for Public Policy Advocacy

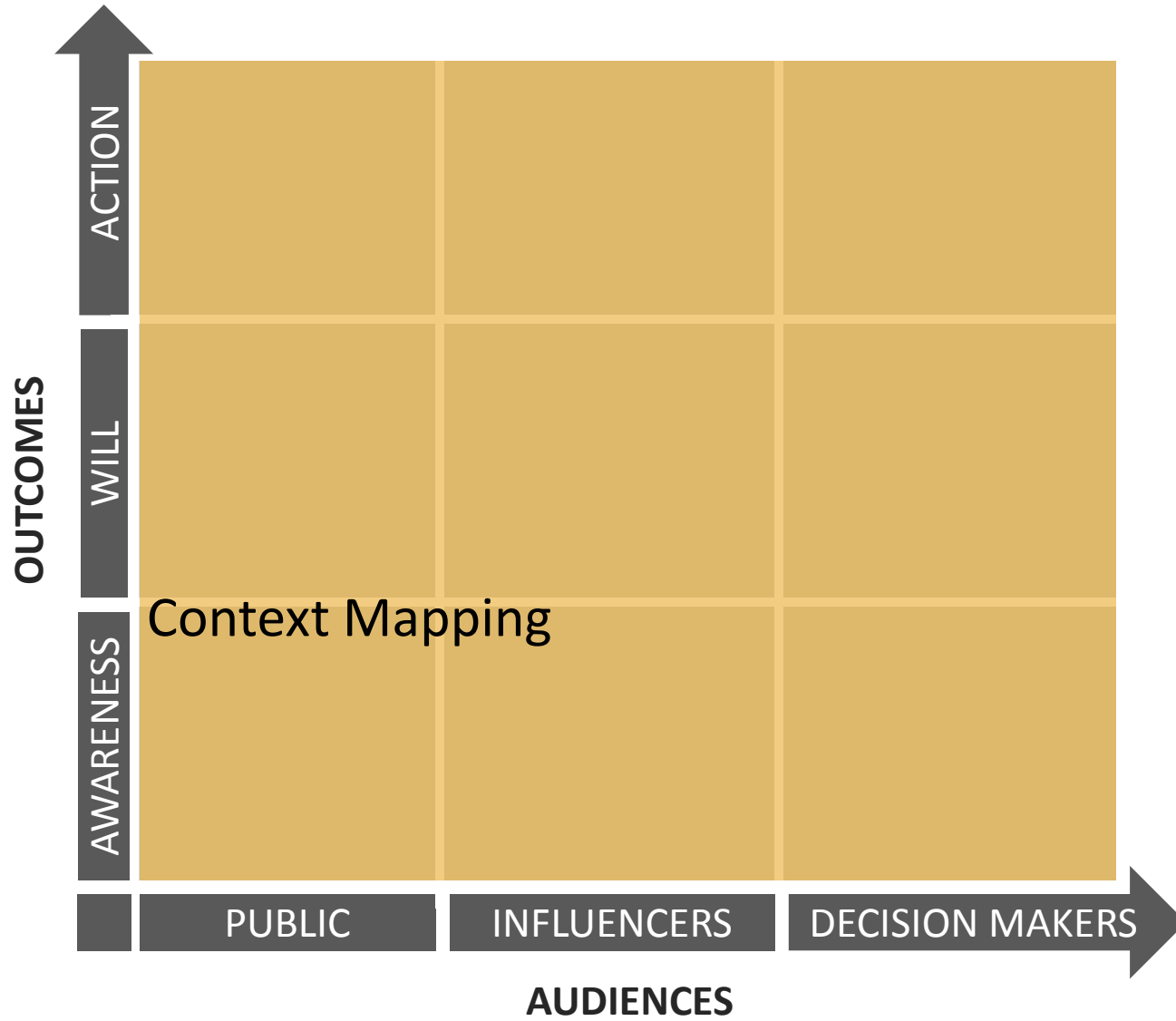


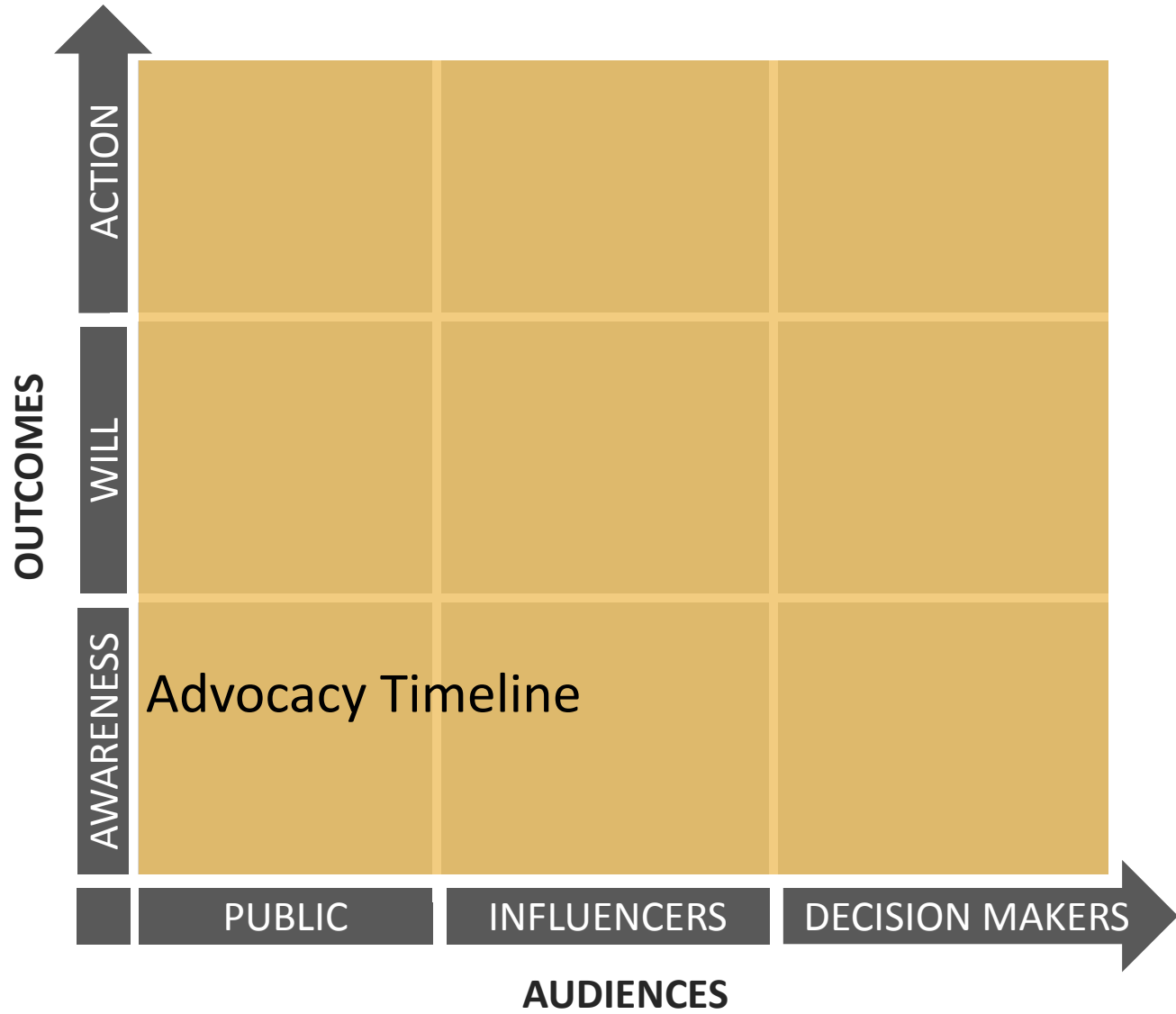


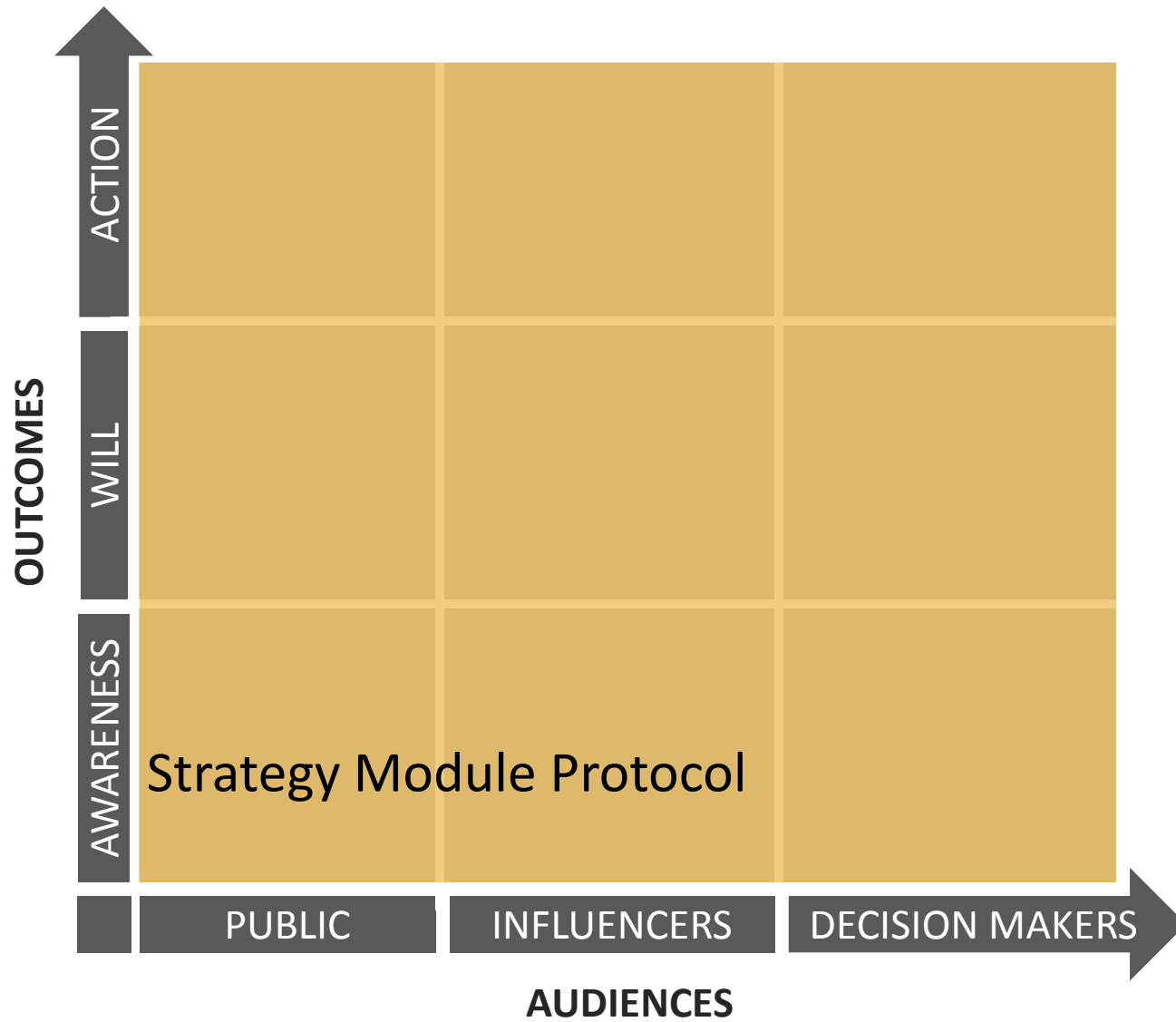


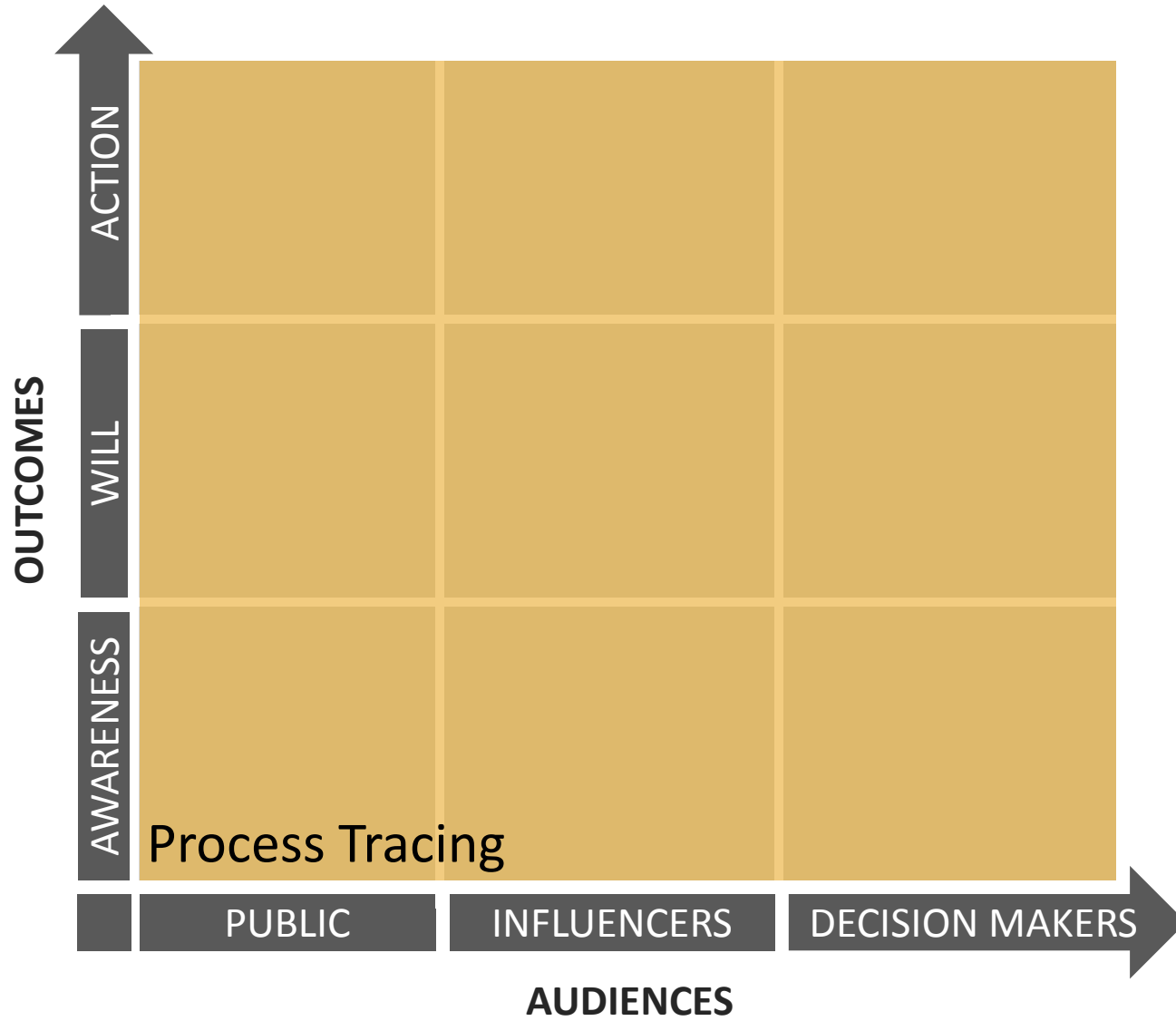


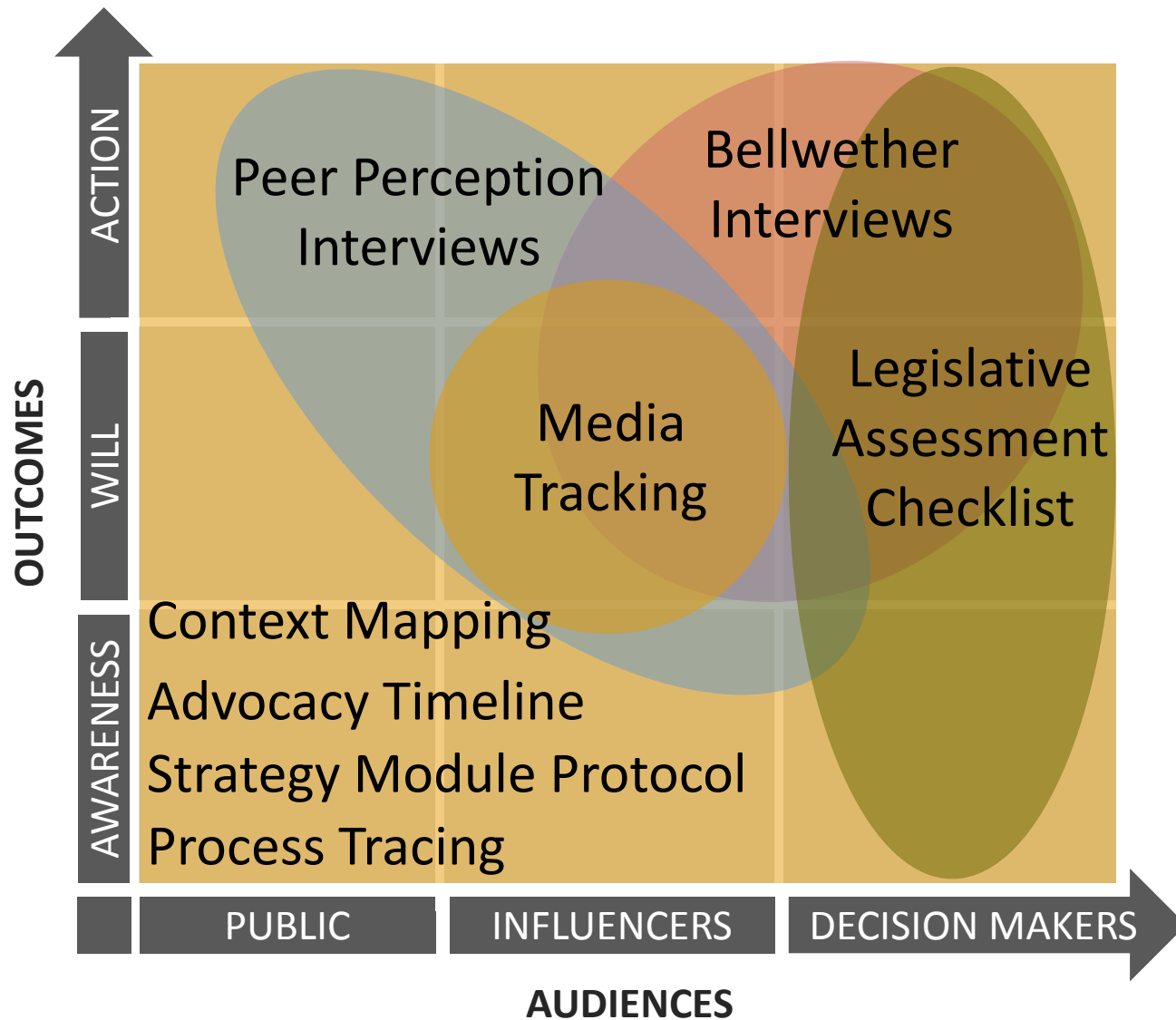






















**Media
Campaign**



**Media
Campaign**

**Did your organization
specifically target the media in
your outreach?**



**Media
Campaign**

Did your organization specifically target the media in your outreach?

Which types of media outlets were you targeting?



**Media
Campaign**

Did your organization specifically target the media in your outreach?

Which types of media outlets were you targeting?

To what extent did your efforts enhance visibility of your issue?

Agenda

1

Setting the Stage

2

Process

3

Key Insights

Landscape



Sub-group strategies



Strategies of each grantee



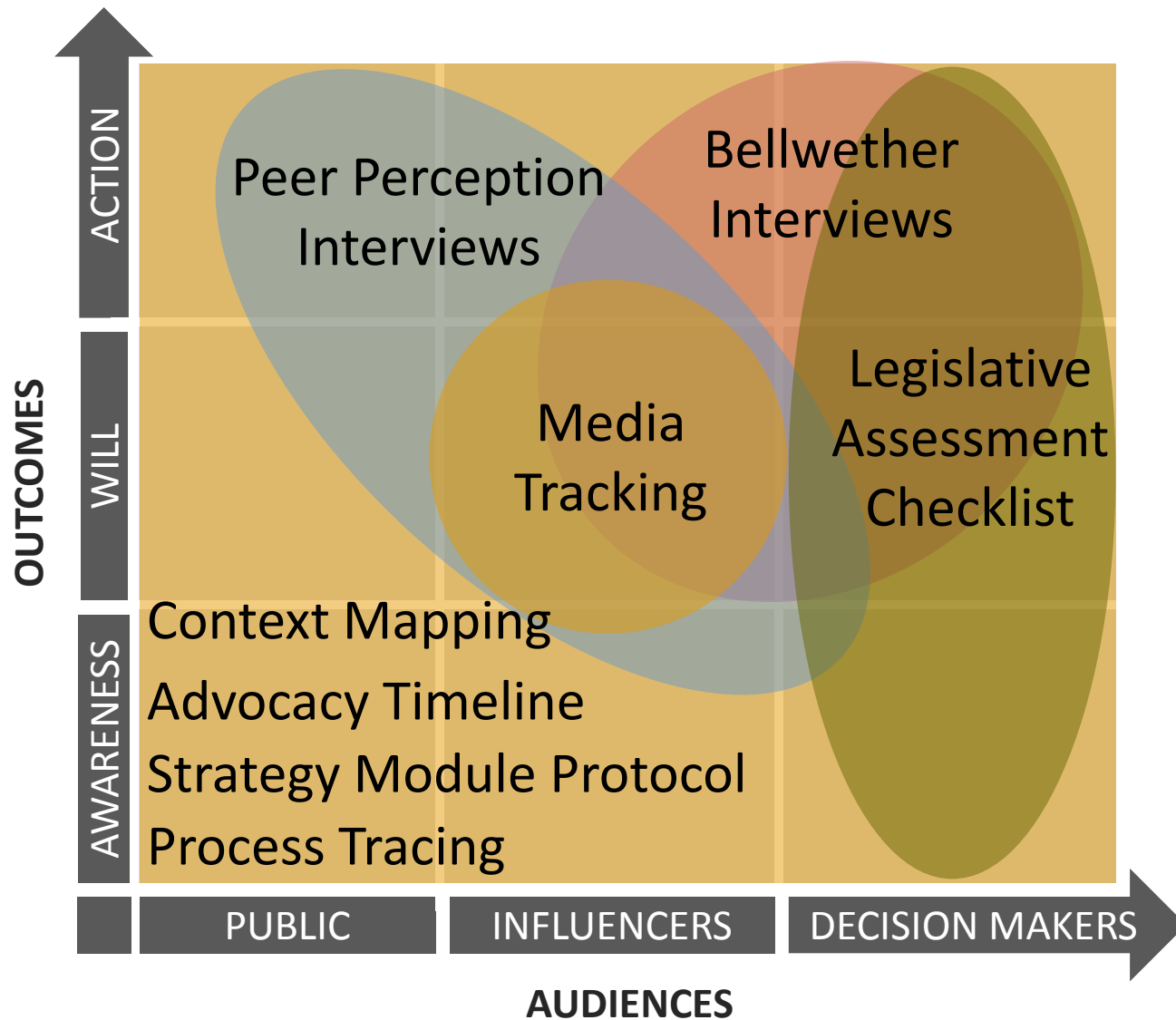
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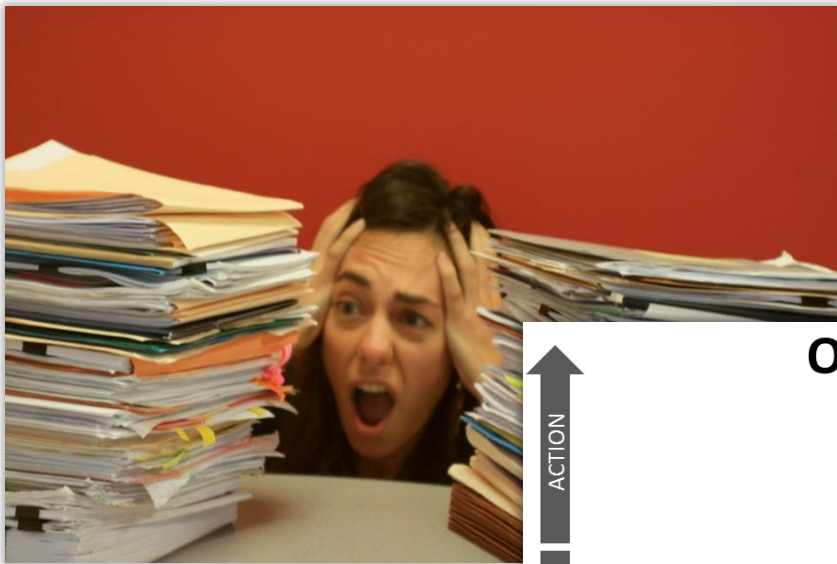


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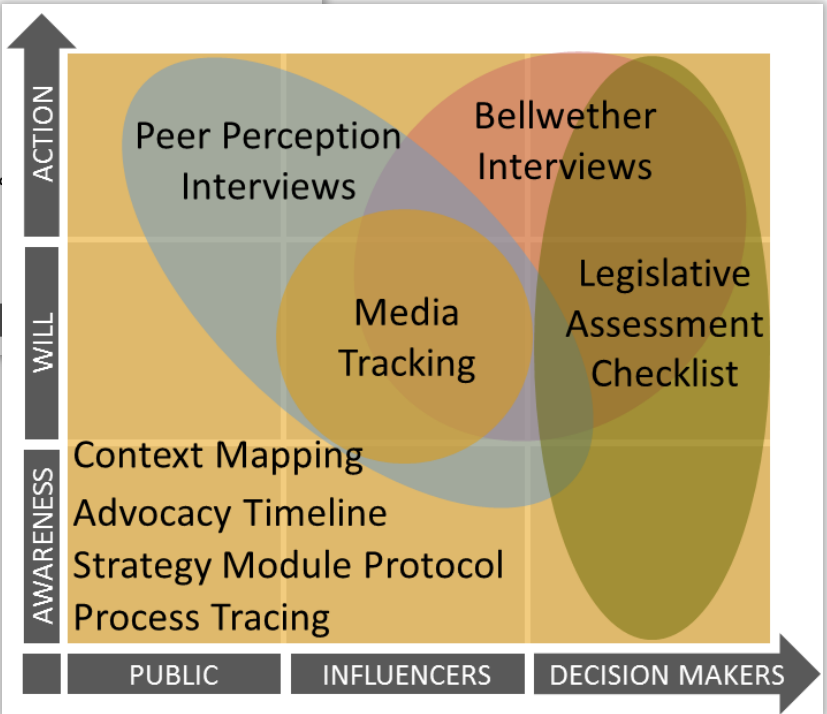
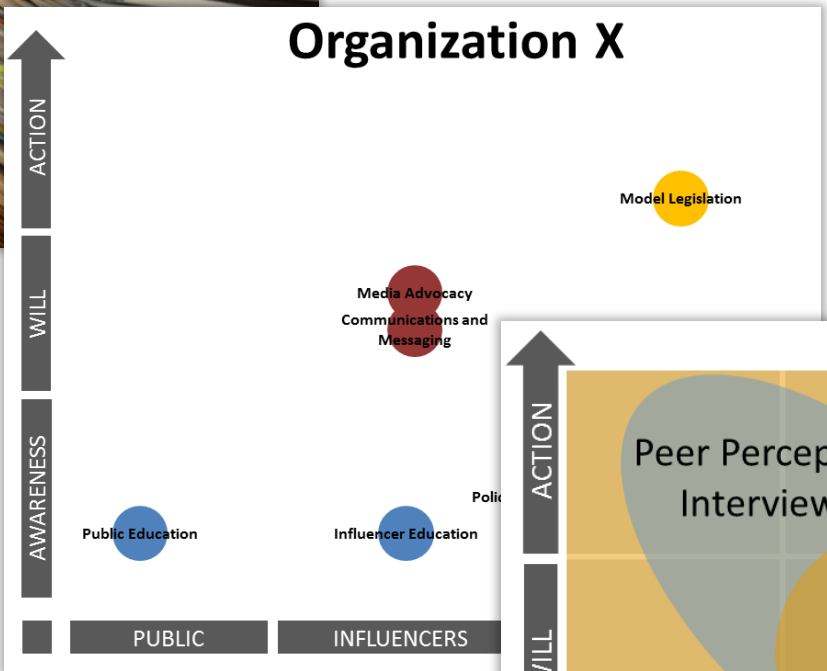


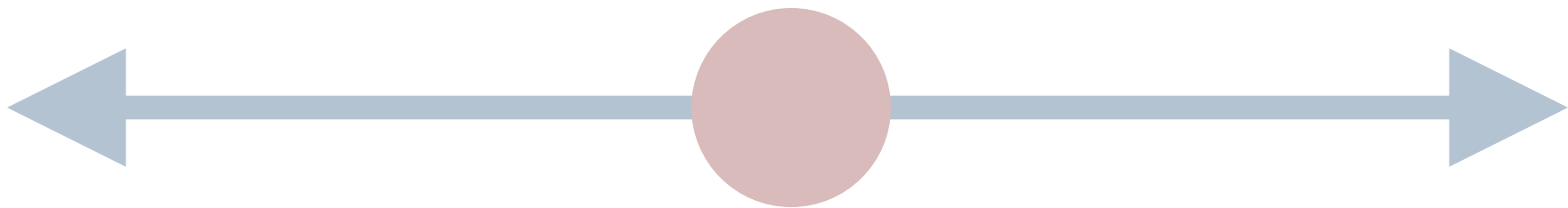
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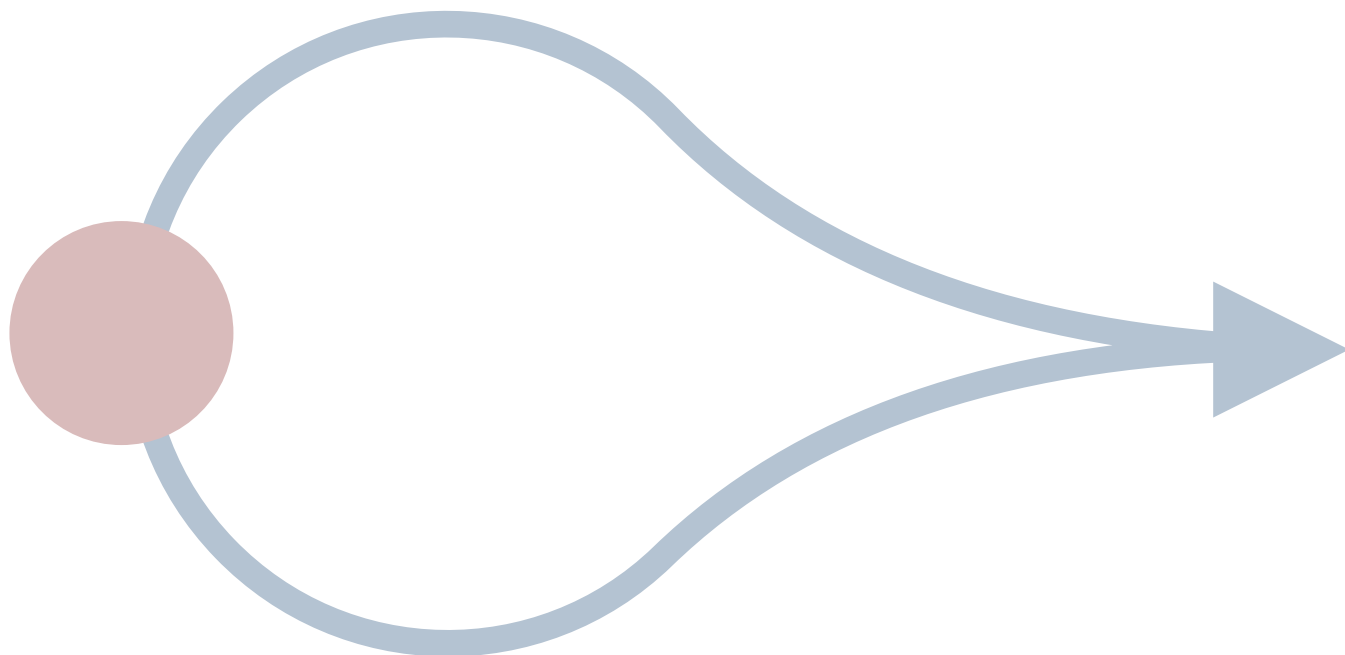
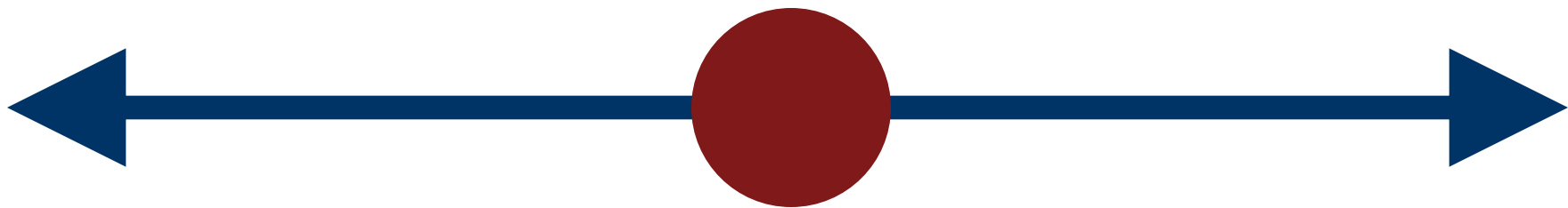




Organization X









Thank You!

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Kat Athanasiades

Associate

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