



PhilanthroPolicy 101

**Alliance for Early Success
Philanthropy Engagement Project**

**Arizona Grantmakers Forum
Phoenix, Arizona
February 24, 2016**

Overview

- Who are you and why are you here?
 - Alliance for Early Success
 - Philanthropy Engagement Project
- 5 Steps to Advocacy Success
- New Mexico Case Study
- Questions, Concerns, and Comments

Alliance for Early Success

- We are **STRONGER AND BETTER TOGETHER.**
- Multi-foundation partnership dedicated to bringing local, state, and national funding partners together to improve state policies for children, starting at birth and continuing through age eight.
- Alliance Investors include:
 - Buffett Early Childhood Fund
 - Bill and Melinda Gates Foundation
 - Richard W. Goldman Family Foundation
 - Irving Harris Foundation
 - Heising Simons Foundation
 - George Kaiser Family Foundation
 - W.K. Kellogg Foundation
 - The David and Lucile Packard Foundation
 - JB and MK Pritzker Family Foundation
 - One Anonymous Funder

Philanthropy Engagement Project

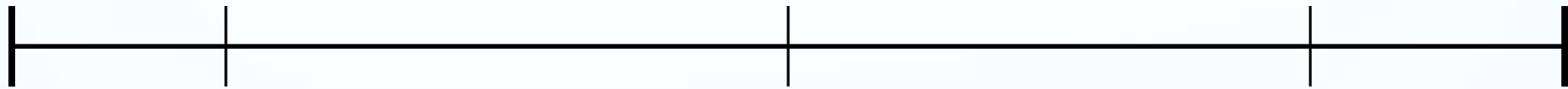
- Increase the number of foundations supporting advocacy
- Increase the amount of foundation money invested in advocacy
- Mobilize foundation trustees as advocates

Foundation Advocacy Continuum

RESEARCH

ADVOCACY GRANTS

TRUSTEE ENGAGEMENT



There is no wrong place on the continuum.
There is only your foundation's place.

5 Steps to Advocacy Success

1. **Focus** – What do you care the most about?
2. **Have Politically Powerful Data** – Whose numbers are credible with the necessary policymakers?
3. **Recruit Unexpected Messengers** – What voices can communicate your message most effectively?
4. **Maximize Political and Media Opportunities** – Politics is about presence and awareness.
5. **Prepare for Implementation** – Be ready to win.



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