TWO WORKING CONCEPTS

Collective Impact in Action

Policy Continuum
Collective Impact

The commitment of a group of important actors from different sectors to a **common agenda for solving a specific social problem**.

- **Collaboration**
  Is a lot more than talking together—it’s working together toward a common achievement. It is about stepping into a meaningful mess.

- **Systems Thinking**
  Systems thinking is a discipline for seeing wholes. It is a framework for seeing interrelationships and patterns of change. (Senge)

- **Systems Initiatives**
  Organized efforts to improve a system and its impacts: political environment, programs/services, efforts across systems, infrastructure and sufficient/equitable scale.
BUILDING ON 2011

The Five Conditions of Collective Impact

- Common Agenda
- Shared Measurement
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Support

11/15/2012 HNK Retreat 2012
GOAL IS TO CLEARLY ARTICULATE PROBLEMS & SOLUTIONS
- Research and Analysis
- Polling
- Issue Framing and Messaging
- Convening
- Engaging Stakeholders
- Testing Alternative Approaches

GOAL IS TO FOSTER EFFECTIVE IMPLEMENTATION
- Public Education
- Capacity Development for Government Agencies
- Monitoring
- Evaluation

GOAL IS TO BUILD POLITICAL WILL TO TAKE ACTION
- Coalition Building
- Grassroots Lobbying
- Community Organizing
- Message Refinement
- Media Advocacy
- Litigation
- Public Education
- Direct Lobbying of Legislators
- Advocacy Capacity Development (Leadership training)
- Education for Opinion Leaders & Policymakers

PUBLIC POLICY CONTINUUM FROM IDEAS TO IMPLEMENTATION
WHY NOW?

- Public policy is viewed as a mission-critical strategy.
- Strategically working along the policy continuum is a smart and strategic investment of time and resources.
- There is increased acceptance and interests for collaborative efforts from nonprofit practitioners and funders.
- Sustainable results and meaningful change goals are often not attainable without policy reform.
Facilitate processes, introduce concepts and practices promoting inclusion, shared leadership, and collaboration with meaning and focused purpose.

No one sector is responsible for meaningful change in a community. Significant positive impact requires participation by all sectors.

Work with people everyday whose lives are impacted by the decisions that determine how we will care for one another, communities, and our land.

Research indicates that investments in elements that span the public policy continuum, can have significant and sustainable community impact and result in a positive ROI.