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Advocacy & Building a Case for Support

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Public Record Office of Northern Ireland

Scottish Council on Archives

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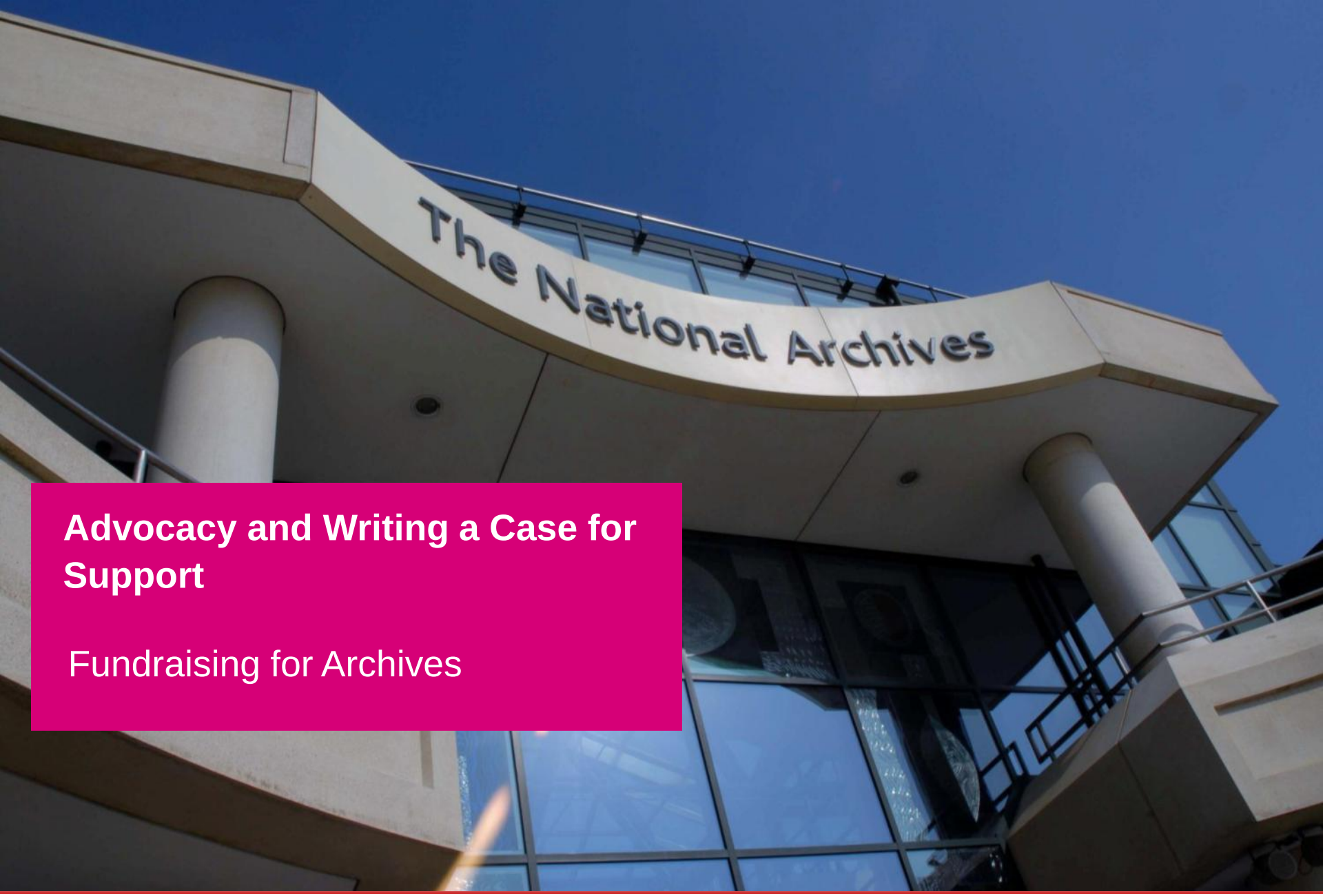

Advocacy and Writing a Case for Support

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Aim for today

Today we are going to ensure you are able to explain, justify and communicate to others the need for funding.

Agenda

- What is Advocacy?
- What is a Case for Support?
- Why do you need a Case for Support?
- What should a Case for Support contain?
- Lunch
- Who needs to be involved in building a Case for Support?
- How can you use your Case for Support?
- Elevator pitch

Advocacy

- Advocacy means to speak up, to plead the case of another, or to fight for a cause.

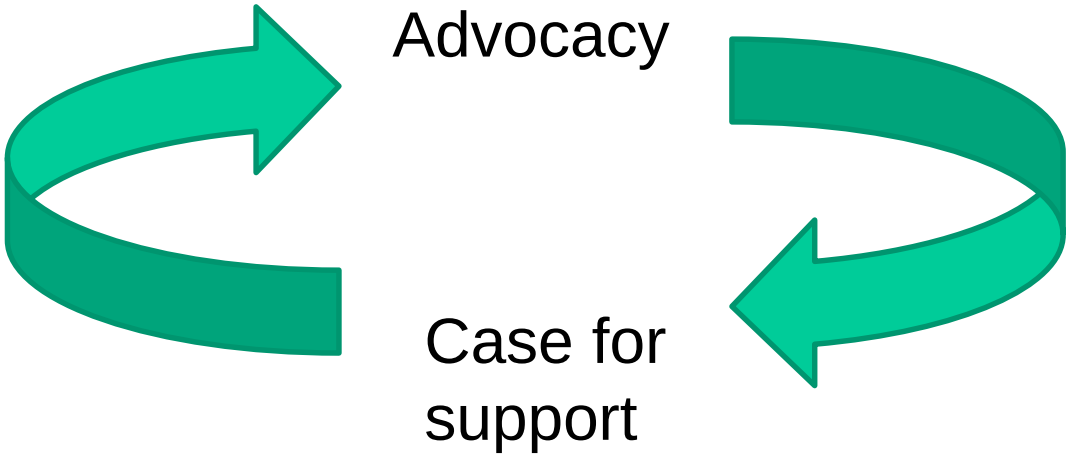
- Advocacy means getting support from another person to help you express your views and wishes, and to help make sure your voice is heard!

- Advocacy is any activity by an individual or group which aims to influence opinions, decisions and actions.

- Advocacy can include many activities that a person or organisation undertakes including media campaigns, public speaking, awareness-raising programmes, commissioning research, soliciting support etc.

The relationship between Advocacy and a Case for Support

- Advocacy and a case for support are interlinked
- You advocate (internally and externally) to develop your case for support
- You develop your case for support in order to advocate more effectively



What is a Case for Support?

A Case for Support is a document which explains clearly and concisely,

why you need funding and

what you plan to do with it.

What will you change?

BLACK CULTURAL ARCHIVES

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Support

Since its inception, we have not simply survived, but thrived thanks to the support of organisations and people like you. It's no small statement to say we couldn't do it without you.

Thank you.

As we move beyond achieving our shared goal of founding the country's first Black heritage centre, we need your help more than ever. The heritage centre is one (giant!) step on the path to collecting, preserving and celebrating Black British heritage into the future – but our work doesn't end there.

We need financial donations, this will help us to grow our collection, reach out to people young and old through our learning programmes and engage the local, national and international community by staging exhibitions and events at the heritage centre and beyond.

Together, we can uncover and preserve the hidden histories of Black people in Britain.

Supporting us can be incredibly rewarding; not only will we be there for you every step of the way, we will regularly update you on how your support helps make a difference. Your contribution will help to secure and shape future histories

As a small charity with big ambitions, every penny really does count!

Writing Your Case for Support

Bringing the ‘5 Whys’ to life

Writing Your Case for Support

WHY? Lambington RO ensures that records of cultural and historical significance are permanently preserved in-county.

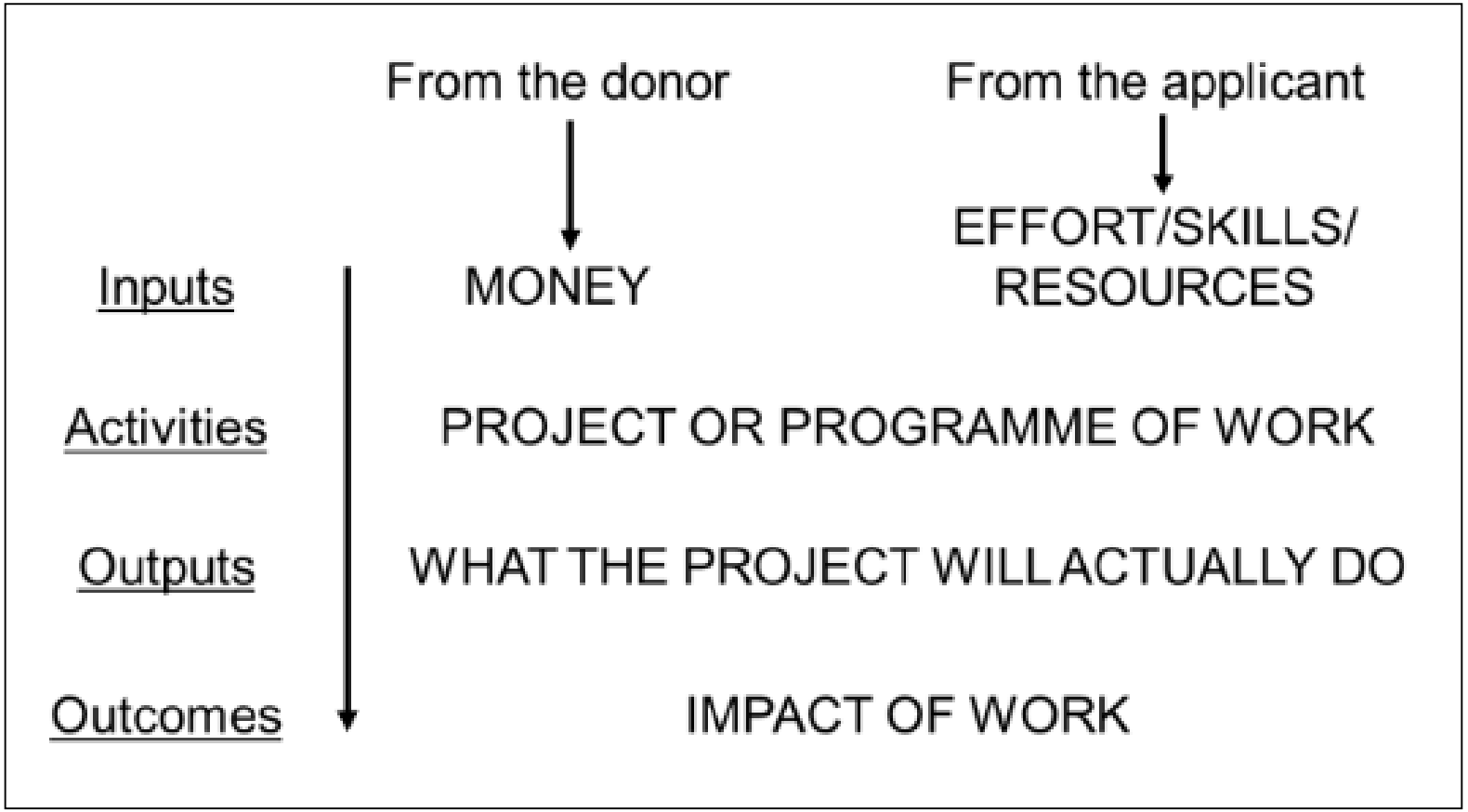
WHY? Lambington vital archives are unique, contemporaneous records and so once lost cannot be replaced.

WHY? Archives are a witness to the past; our archive enables our community to undertake a wide range of roles, from enabling education to providing entertainment and leisure.

WHY? We have strong links in the local community; thus we can share the archive with interested parties.

WHY? We will be able to use our strong community links to work collaboratively with schools. We will use our unique archive to add texture and depth to the education of the next generation of Lambington.

A Funder wants the same things as you



What should a case for support contain?

Your case for support should prevent a donor asking….

"So what?"

Need : Key Questions

- What is the issue/problem you are looking to address?
- Why is it important? Why this particular area?
- What if nothing was done?
- How do you know there is a problem?

Solutions: Key Questions

- What are you going to ‘do’?
- What would funds received pay for?
- When will these things happen?
- Who will be involved?
- Who do you intend to benefit from this work?
- What will be your key achievements?

Impact: Key Questions

- How can you change things?
- What will be different as a result of your work?
- How will you know if you have achieved this?

Budget: Key Questions

- How much will the work cost?
- What are the key areas of expenditure?
- Where are you planning on getting your funding from?

Added Value: Key Questions

- Why you / your organisation?
- What is your track record / past experience?
- What do you / does your organisation bring to the work?

Let’s work through some examples….

What should a case for support contain?

Your Own Case for Support

LUNCH

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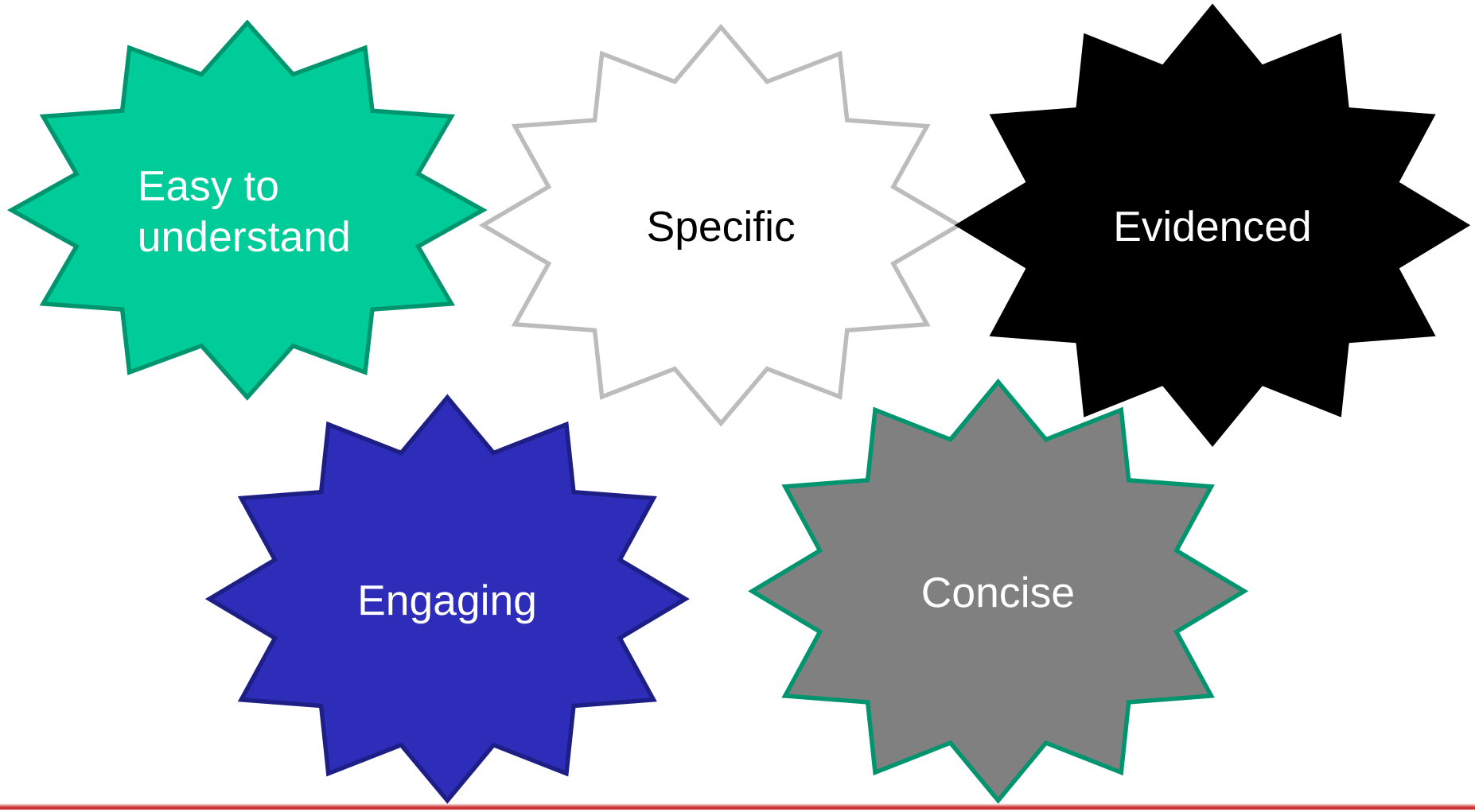
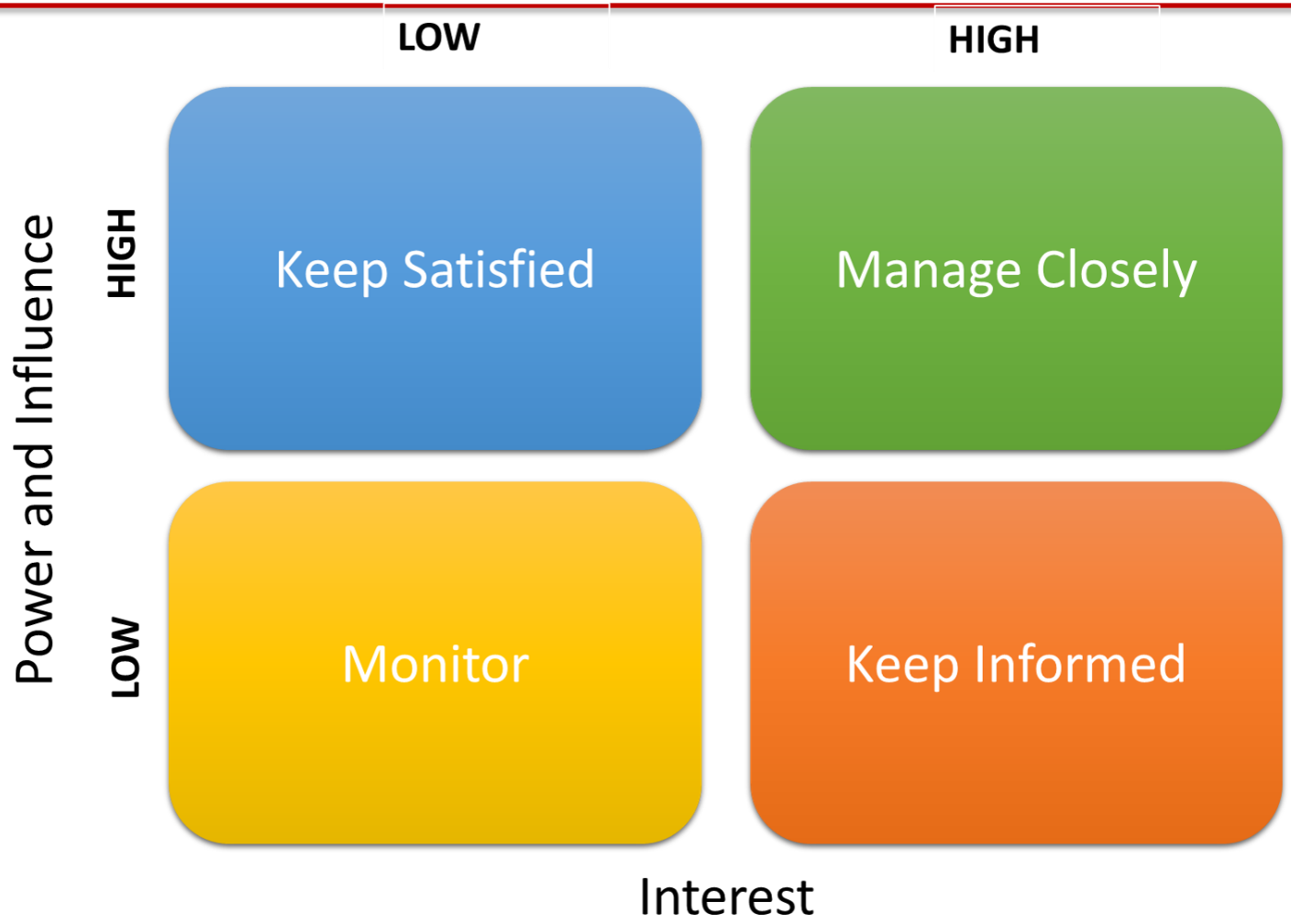
What makes a great Case for Support?



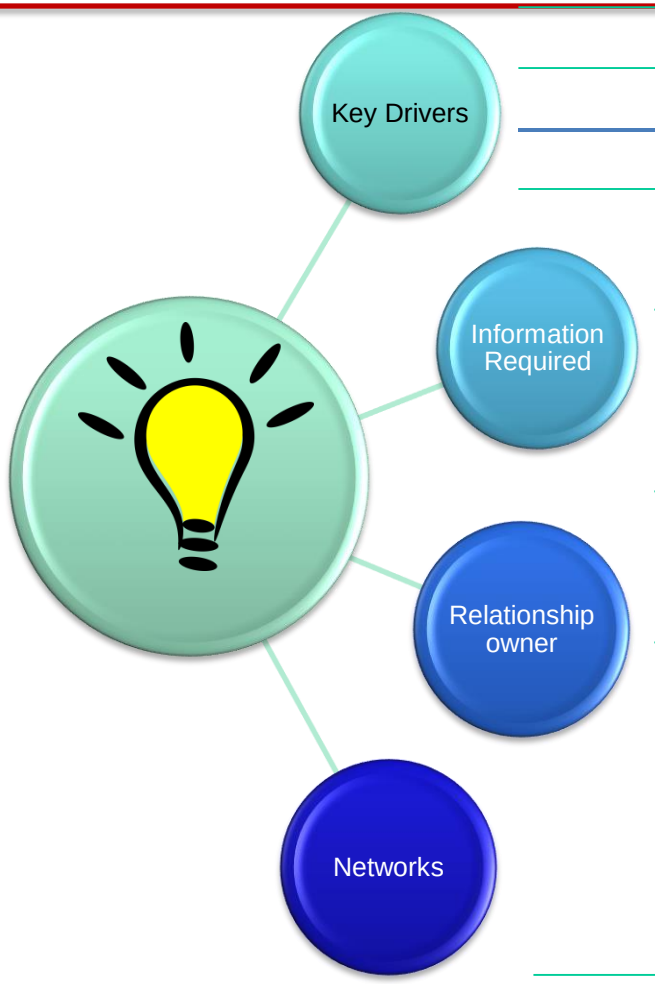
Who needs to be involved in developing your Case for Support?



Communicating effectively

- What financial or emotional interest do they have in the outcome of your work? Is it positive or negative?
- What motivates them most of all?
- What information do they want from you?
- How do they want to receive information from you? What is the best way of communicating your message to them?
- What is their current opinion of your work? Is it based on good information?
- Who influences their opinions generally, and who influences their opinion of you?
- If they are not likely to be positive, what will win them around to support your project?
- If you don't think you will be able to win them around, how will you manage their opposition?
- Who else might be influenced by their opinions? Do these people become stakeholders in their own right?

Communicating effectively



Communicating effectively

- Communicate
- Consult, early and often
- Remember, they are human
- Plan it
- Relationship
- Listen
- Manage risk
- Compromise
- Understand what is success
- Take responsibility

Internal and External use: winning support

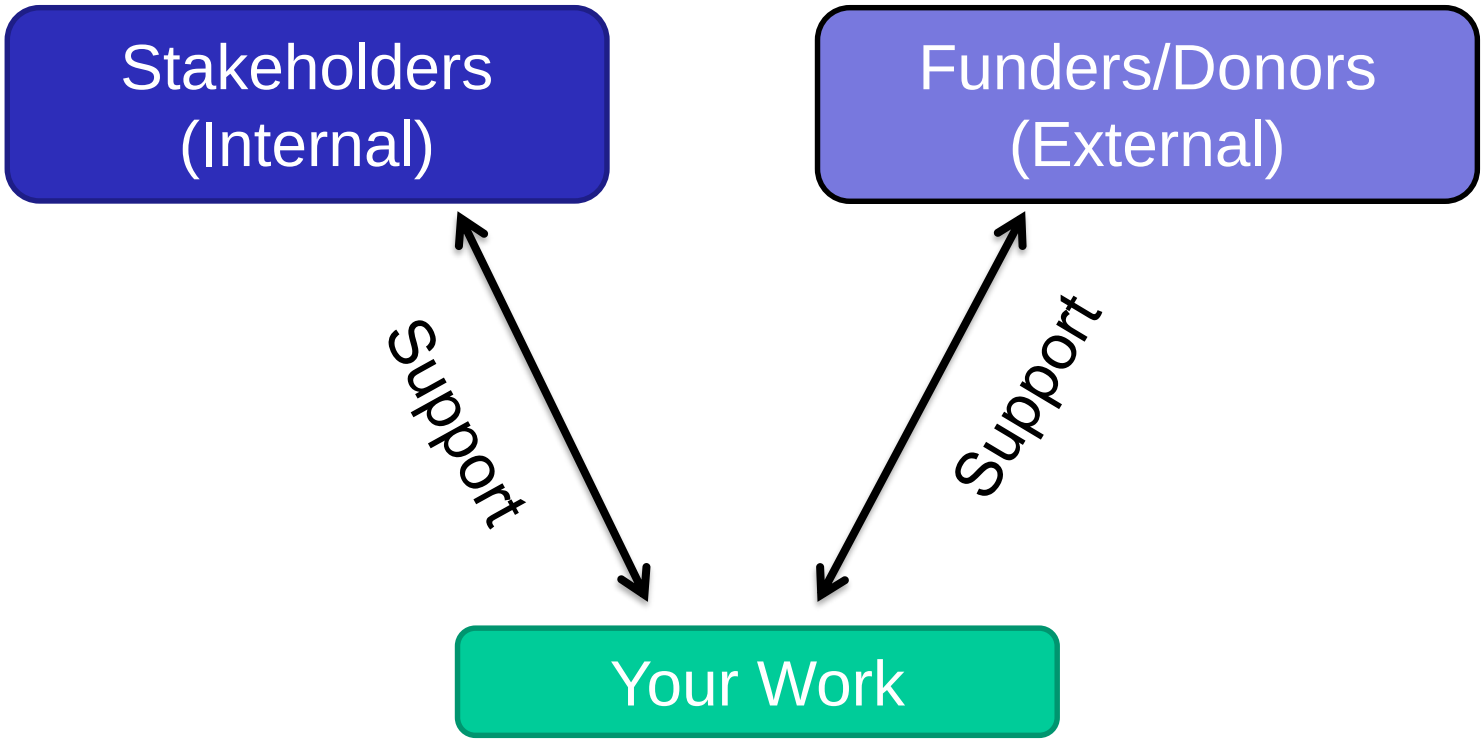
Internal

- Involve key stakeholders at different stages: prepare for a long process
- Put yourself in your stakeholder's shoes
- Build relationships and listen
- Be adaptable and open to ideas: take advice but keep relating your activities back to the need
- Win support by allowing colleagues to input and build with you: greater ownership means a stronger case for support and more motivation for advocacy
- Think about who are the decision makers and who influences them

External

- Allows you to test and scope out ideas with potential donors: form working relationships
- Not presenting/selling final version but using as a basis for discussion and development
- Ask questions to minimise your risk – the more information you have, the less risk and less need for assumptions i.e. Battleships
- Develop a portfolio of arguments for 'why support us/this project?' so that you can harness the right ones for the right audience
- More meaningful your case for support is, the more likely you will secure funding

Using your Case for Support



Scope and limitations

- A well researched, well written Case for Support can be the foundation for many written documents communicating the importance of the archives/your project.

- However, the limitations must be recognised when considering the audience; to be successful in gaining support the Case for Support must be meaningful and tailored.

Elevator Pitch

Next Steps

Linked in

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Thank You

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