The Campaign for Grade Level Reading
Constituency Building: Business Community

Opening Remarks

The Campaign for Grade-Level Reading
3rd Grade Reading Success Matters
Today’s Agenda

<table>
<thead>
<tr>
<th>What</th>
<th>Who</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Remarks</td>
<td>The Campaign for Grade Level Reading</td>
<td>1:00 – 1:05</td>
</tr>
<tr>
<td>Constituency Building:</td>
<td>Community Wealth Ventures</td>
<td>1:05 – 1:25</td>
</tr>
<tr>
<td>Asset Identification</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peer Learning: Local Site</td>
<td>Candace Nafissi – LA Area Chamber of Commerce</td>
<td>1:25-1:45</td>
</tr>
<tr>
<td>Site Perspective</td>
<td>Sara Myers – Long Beach Public Library Foundation</td>
<td></td>
</tr>
<tr>
<td>Discussion</td>
<td>All participants (lead by Community Wealth Ventures)</td>
<td>1:45 – 1:55</td>
</tr>
<tr>
<td>Tools for Action / Next</td>
<td>Community Wealth Ventures</td>
<td>1:55 – 2:00</td>
</tr>
<tr>
<td>Steps</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Who Is Community Wealth Ventures?

Community Wealth Ventures (CWV) is a management consulting firm...

that emboldens and equips leaderships teams...

to innovate, grow and sustain impact.
Objectives

Objective of First Three Webinars:

– Network members will gain an understanding of:
  1. The importance of constituency-building
  2. How to assess the power and interest of constituents
  3. How to identify assets that may be useful in engaging constituents
  4. How to craft a value proposition for engaging with constituents
  5. How peer sites have effectively engaged with various constituents

Objectives

Today’s Objectives:

1. Discuss how to identify assets that may be useful in engaging constituents.

2. Peer site presentation and discussion about how to effectively engage the business community.

3. Share tool for action
Constituency Building Webinar Schedule

Session #1
• Teachers and Principals
  October 24

Session #2
• Business community
  Today

Session #3
• Faith-based and service organizations
  December 19

Quick Poll: Who is on the line?

- Which region are you calling in from?
  - Northeast
  - Midwest
  - West
  - South

- Which best describes you?
  - Nonprofit organization
  - School/school district
  - Government agency/Mayor’s office
  - Funder
  - Other
Quick Poll: Who is currently engaging/partnering with the business community?

Are you currently working with the business community to advance your campaign efforts?
- Yes, we already have relationships with this constituency
- We are in the process of developing relationships with this constituency
- We are not developing relationships now, but plan to develop them in the future
- No, we do not plan to develop relationships with this constituency

Why is constituency-building important in a community campaign?

“If you want to go fast, go alone. If you want to go far, go together.” – African proverb

The breadth and depth of the social problem makes it important to “open your circle”.

Who has a role to play in solving this social problem?
What’s next after you have identified constituents to engage in your campaign efforts?

Start from an asset base when engaging constituents

- Three key reasons to start from asset base:
  - To understand what your campaign collectively has at its disposal to achieve its vision.
  - To begin to align assets that you have at your disposal with the needs of your constituents.
  - To identify areas where assets may need to be developed or acquired in order to advance your mission.
### Three Asset Types

**What are our assets?**

**Things You HAVE:**
- Physical assets
- Location/space
- Brand/Reputation
- Access to desired resource
- Relationships (grantees, donors, partners, etc.)

**Things You DO:**
- Advocacy
- Continuously innovate
- Events/activities

**Things You KNOW:**
- Understanding of specific issue/expertise
- Community expertise
- People/Key decision makers

### Appealing to the Business Community

*How will engaging in the Campaign lead to an:*

- **Increase in customers or revenue**
- **Increase in employee satisfaction and revenue**
## Examples of Assets That May be Valuable to the Business Community

<table>
<thead>
<tr>
<th>Asset You May Have</th>
<th>Value to Business Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven method for improving GLR (an appealing cause)</td>
<td>Stronger future workforce (reduced long-term business risk)</td>
</tr>
<tr>
<td>Knowledge of and credibility in local community/neighborhood</td>
<td>Public relations opportunity and deeper understanding of customers</td>
</tr>
<tr>
<td>Brand-building potential (e.g. ability to get positive press)</td>
<td>Public relations opportunity</td>
</tr>
<tr>
<td>Access to influential community leaders</td>
<td>Networking opportunity</td>
</tr>
<tr>
<td>Extensive mailing list</td>
<td>Marketing opportunity</td>
</tr>
<tr>
<td>Volunteer opportunities</td>
<td>Employee engagement</td>
</tr>
<tr>
<td>Well-attended and publicized events/activities</td>
<td>Marketing / public relations opportunity</td>
</tr>
</tbody>
</table>

## Assets can be a matter of perspective…

- Think “outside of the box” when brainstorming your assets. For example, don’t think strictly in terms of what your mission is, but more broadly in terms of any competencies you have.

- **Example**: ZOO DOO
Strategies for Engaging the Business Community in GLR Efforts

- Sponsorship
- Education
- Meeting Space
- Programming
- Advocacy
- Employee Engagement

Engaging the Business Community

Denver’s Road Home
ENDING HOMELESSNESS, RESTORING HOPE
Engaging the Business Community

Introduction of Peer Site Presenters

Candace Nafissi  
*Education Policy and Program Coordinator*  
Los Angeles Area Chamber of Commerce

Sara Myers  
*Executive Director*  
Long Beach Public Library Foundation
Peer Site Discussion

1. Why is it important to the campaign to build relationships with the business community?

2. How has the business community led or been engaged with the campaign in your community?

3. What best practices or lessons can you share for others looking to engage this constituency?

Q & A

What questions do you have for today’s presenters?

What assets do you own that have value to the business community?

What strategies have you used in your community for engaging businesses?
Tool for Action

- Tool for Action
  - Asset Identification Worksheet
    - Reflects on what you HAVE, DO, or KNOW
      - People
      - Relationships
      - Proprietary Content/Events
      - Skills/Expertise
      - Tangible Assets
      - Reputation

Upcoming

- Third Webinar: December 19th at 3:00PM (ET)
  - Focus:
    - Crafting a value proposition
    - Constituency building with faith-based and service organizations