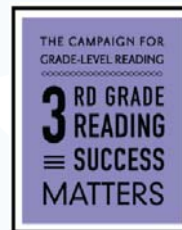


# The Campaign for Grade Level Reading

## Constituency Building: *Business Community*

November 28, 2012



## Opening Remarks

# The Campaign for Grade-Level Reading

3<sup>RD</sup> GRADE READING SUCCESS MATTERS



## Today's Agenda

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

## 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

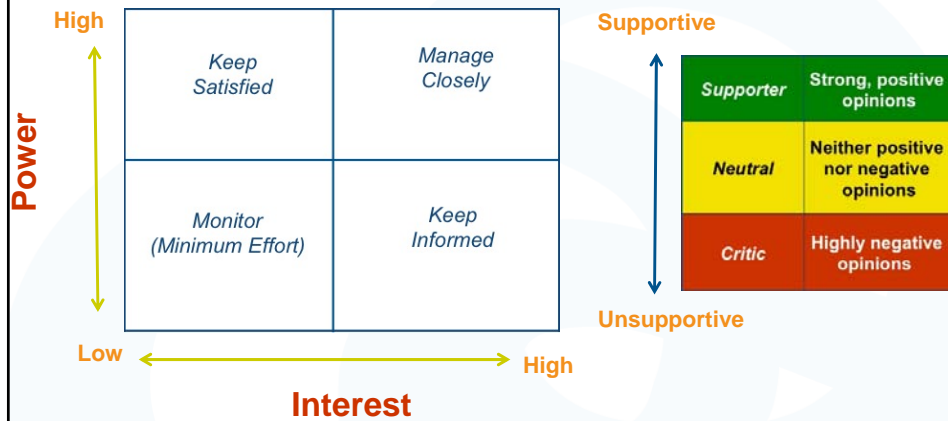
## Why is constituency-building important in a community campaign?

*“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?



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## 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.

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## 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:*



## Examples of Assets That May be Valuable to the Business Community

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

## 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



## Engaging the Business Community

read  
on!



## Introduction of Peer Site Presenters

**Candace Nafissi**

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



Los Angeles Area  
Chamber of Commerce



LONG BEACH  
PUBLIC LIBRARY  
FOUNDATION

**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 19<sup>th</sup> at 3:00PM (ET)

- Focus:
  - Crafting a value proposition
  - Constituency building with faith-based and service organizations

## For Further Information

**Amy Farley**  
Senior Consultant  
[afarley@communitywealth.com](mailto:afarley@communitywealth.com)  
202.618.4793

[www.communitywealth.com](http://www.communitywealth.com)

