Using Organizational Capacity Assessment to Strengthen Network Advocacy: 
A Collective Mind Community Conversation

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What is advocacy?
Advocacy is championing or supporting a cause or goal to change policies and systems.

What is advocacy capacity?
Advocacy capacity is the skills, resources, knowledge, and practices that make effective advocacy possible over time.
What is capacity assessment?

Capacity assessment is any tool that:

• Provides a framework for reflection about an organization’s (or network’s) trajectory

• Helps stakeholders identify shared concerns and prioritize actions
Goals, Plans, & Strategies
Conducting Advocacy
Advocacy Avenues
Organizational Operations
Capacity assessment in the network context: who brings what to the table?
Resources

• Advocacy Capacity Tool (ACT!):
  https://bolderadvocacy.org/resource-library/tools-for-effective-advocacy/evaluating-advocacy/advocacy-capacity-tool-act/

• A Guide to Organizational Capacity Tools: Finding – and Using – the Right Tool for the Job:
  https://hewlett.org/assessing-nonprofit-capacity-guide-tools/

• Not Always Movements: Developing and Supporting a Network
  https://www.orsimpact.com/directory/NAM-Network-Development.htm
Stay in touch!

- Contact me at shannon@afj.org

- Contact our free technical assistance hotline with your nonprofit advocacy law questions: advocacy@afj.org

- Browse our 300+ free online resources at www.bolderadvocacy.org

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