Advancing Equity & Social Change Through Grantee Communication Capacity Building



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POLL:

What jargon term is used most in philanthropy?

How to Participate

TEXT

Send **wkkf** as a text message to **22333**

WEB

Visit **PollEv.com/wkkf**

Capacity Building

1

What are we talking about?

2

Why does it matter?

3

What stands in the way?



AUDIENCE QUESTION:

What is the value of capacity building?

An equity-based approach



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Driven by values!

Purpose



Integration



Partnership



Planning Checklist



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What is your vision?



Programmatic objectives?



Part of regional strategy?



Issue-focused?

Who should participate?



Be fair and equitable



Consider readiness and interest level



Support programmatic priorities

What are grantees' needs and wants?

- Don't make assumptions
- Get insights from program staff
- Conduct surveys and/or 1:1 interviews with grantees
- Audit communication strengths and challenges



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How much time and budget is realistic?



Budget influences training model options



Time investment influences implementation

How do you co-create the program?

1. Align on needs and goals
2. Identify & address barriers to participation
3. What type of time commitment is realistic?
4. Make it voluntary
5. Be transparent about program requirements
6. Understand and honor cultural norms

What is the short- and long-term play?



Capacity building is never a one-and-done effort.



What is the core training program?



What kind of ongoing support is required?

Capacity Building Program Models

Be bespoke! Tailoring your own approach

Key Factors

- Subject matter
- Language
- Interactivity
- Number of sessions
- Group vs. 1:1
- Virtual vs. in-person

- Trainer qualifications
- Accessibility and logistics
- Partner relationship with the participants
- Evaluation
- Follow-up

Comprehensive Curriculum

- **Full service training approach on multiple communications skills**
- **Six months to one year in length**
- **No more than 40 participants (ideally 15 to 25)**

Benefits:



- Customize training topics
- Deeper dive skills training
- More engagement = more trust

Limitations:



- Significant time commitment required
- Significant resources required

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Comprehensive Curriculum Case Study

WKKF Mississippi and New Orleans Training Program:

- 35 grantees
- Monthly virtual sessions (nine months)
- “Lecture,” interactivity and peer learning
- Customized curriculum responsive to participants’ needs (such as a requested training on how to better communicate with funders)



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Regional or Issue-Based Cohort

- **Model designed and organized around a geographic area or issue area**
- **Curriculum subject matter tied specifically to places or issues**
- **Size of the cohort along with intensity of trainings can vary**

Benefits:



- Relationship building between participants
- Tailored content more useful than evergreen content
- Scale up or scale down number of training sessions

Limitations:



- Wide range of subject matter interests for geographic cohorts
- Danger of "parachuting in"

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Program Initiative Approach

- **Cohort of grantees focused on a single policy goal**
- **Trainings delivered as part of ongoing networking meetings**
- **Curriculum tied to key initiative milestones**

Benefits:



- Alignment on messages, audiences and counter-narratives
- Shared understand of key contextual issues like audience demography and racism
- Tailored based on progress and status, and delivered over the lifetime of the initiative

Limitations:



- Concurrent trainings force participants to make choices
- Attendance limits

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Program Initiative Case Study

Dental Therapy Model

- WKKF initiative
- Initial focus - 5 states and tribal communities using dental therapy to address gaps
- Became a movement to build a culturally/racially representative workforce to deliver care
- Successfully elevated oral health as a racial justice issue
- Coalitions of states and tribes convened 2x per year to network
    - Capacity building was consistently part of that agenda



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Limited Sessions

- **Provide immediate and singular access to trainings**
- **No more than three trainings**
- **Flexibility on participant size**

Benefits:



- Requires less investment and less time
- Organized quickly
- Responsive to rapid needs

Limitations:



- More evergreen content
- Less hands-on and in-depth skill building

One-On-One Support

- **Provide 1:1 training to select number of organizations**
- **Scale of support can vary**
- **Can supplement group training model, or offered as a stand-alone resource**

Benefits:



- More hands-on way for participants to apply skills
- Most personalized type of support
- Organizations value opportunity to get help for biggest immediate priorities

Limitations:



- Tension between not using vs. asking for too much
- Can result in inequitable use of resources
- "Doing" versus supporting strategy
- Not sustainable long-term

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What have we learned?

LESSONS LEARNED

1. Build trust
2. Keep it current
3. Be responsive
4. Honor cultural norms
5. Adjust and grow
6. Peer learning is essential
7. Address obstacles along the way
8. Find the right partner



What was our impact?

OUR IMPACT

1. Real-time skills and knowledge
2. Moving issues forward
3. Stronger relationships and field building
4. Empowerment and honest dialogue
5. Greater funder education
6. Expanded demand and interest
7. Online resource for broader access

CHECK IT OUT ONLINE!

StrategicCommunicationTools.org



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04
05
06



POLL:

What learning topics should be added to WKKF's Strategic Communication Planning Hub?

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Q&A:

What do you think?

Continue the conversation with us.

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Thank you!

