

THE NGO ACADEMY'S

# *Advocacy Algorithm*



with Karen Judd Smith

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# Advocacy Algorithm

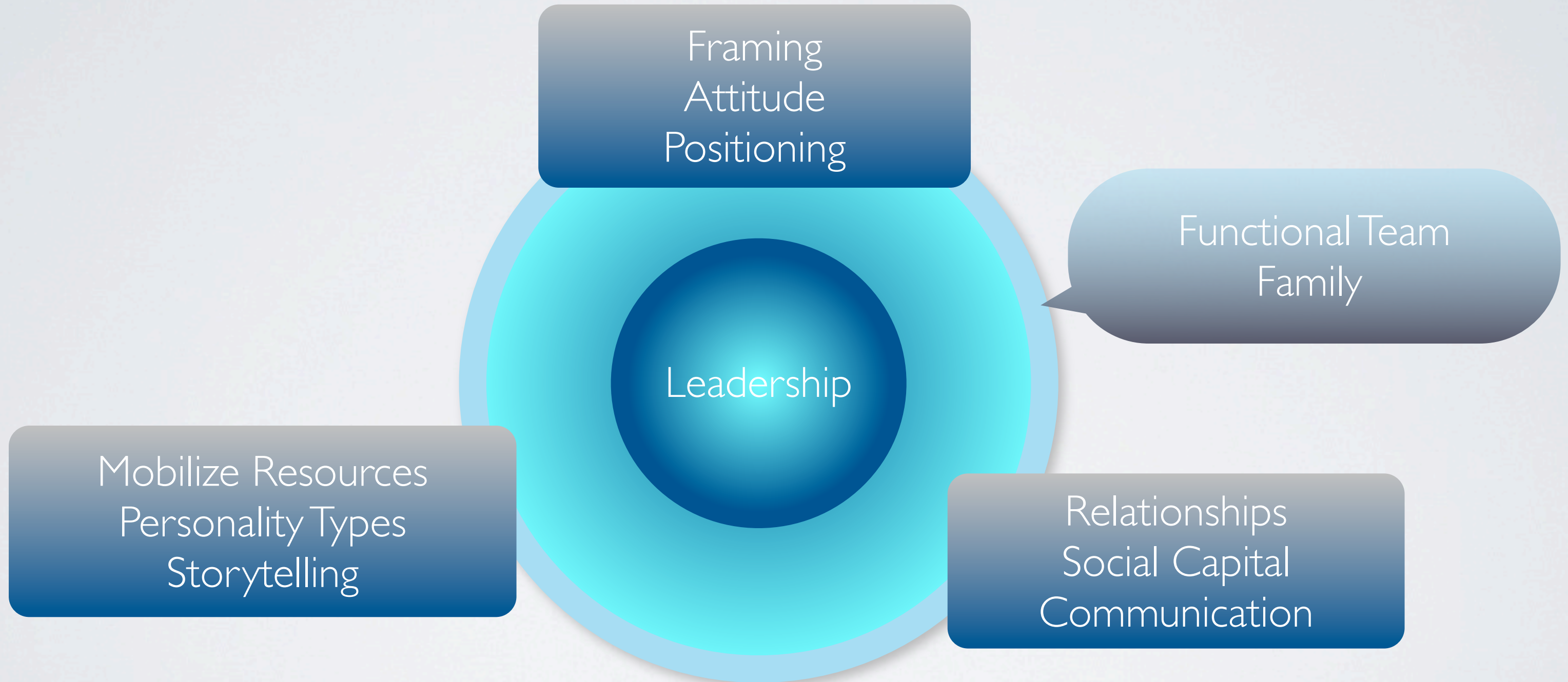


## Module V: Lesson 24

### Building Social Capital



# THE FUNDAMENTALS OF EFFECTIVE ADVOCACY



# THREE INTEGRATED COMPETENCIES

- Healthy development: framing ideas, building social capital and mobilizing resources.
- Each competency is needed to get things done *and* get them done in a constructive way.
- It's only when the competencies are combined that change and development is healthy.

# SOCIAL CAPITAL

- What is it and why is it important?
- Who should be good at building social capital?
- What are the steps to effective building of social capital?
- Actions to include...



# WHAT IS SOCIAL CAPITAL?

- Social relationships that have productive benefits.
- Can be very unique according to each context.
- No “universal” definition, but great variance.
- <http://www.socialcapitalresearch.com>

# BUILDING & USING SOCIAL CAPITAL

- Social capital comes from the networks that exist between us.
- Capital varies between networks having different characters
- Capital varies with the strength of the ties and their **durability**
- Capital varies with the extent to which they foster **trust** and **reciprocity**



# SOCIAL CAPITAL

- Social capital comes in two forms:
  - **Bonding** social capital which is formed in closely knit groups and between friends
  - **Bridging** social capital that is formed between diverse groups and acquaintances



# Types of Social Capital

Public regarding (eg PTSA) <i>mobilize people to action</i>	Private regarding (social club) <i>appeals to more people</i>
Formal (dues paying) <i>more likely to ensure personal ties endure</i>	Informal (baseball game)
Bridging - Vertical (cuts across differences, communities) <i>more difficult to accomplish</i>	Bonding - Horizontal (amongst similars) <i>more easily done</i>
Strong ties (health/marriage problems) <i>provides social support</i>	Weak ties (episodic, opportunistic) <i>better for a job search</i>

# Intentional Building of Relationships

Low<<-----TRUST LEVEL----->>High

	Food International Day Celebrations	Support NGO Community events	Invite Diplomats/ Secretariat Staff to Cultural Event	Discuss issue	Undertake joint goal	Relationship building (e.g. joint projects)
Large Group	International Days UN NGO events	Co-sponsor International Days UN NGO events	Invite another NGO rep/ Diplomat/UN Staffer to event	Co-present statements	Initiate ECOSOC Agenda Item	Create alliance with Member States / Represent the NGO Community
Small Group	Café meetings	Work in CoNGO Committees together	Work in NGO Committee working parties	Create and lead Committee Agendas	Head Committee working party	Board Member of an NGO Committee
Individual	Invite another to a restaurant or Coffee in the Vienna Cafe	Walking with a friend to the train	Travel together	Street conversation	Mentoring/ Tutoring	Association “one-on-ones”



# Today's Homework ...

Take this grid and **make your own personal plan** for developing one “high level” relationship that is important for you. (Ideally you would do this with your NGO team as well...in time.)

**Schedule** the FIRST “way point” on that plan as an activity to be accomplished within the foreseeable future.  
— Make sure you put a date and time to it!

Email your action, date and time to me! (This is not for me...it's to help you be accountable to yourself :) And yes, I *would* love to see your plan unfold and hear your progress!





