

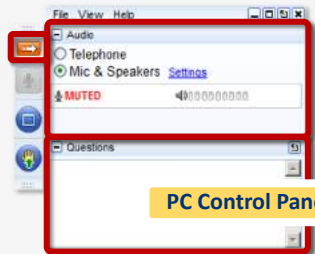
Welcome !



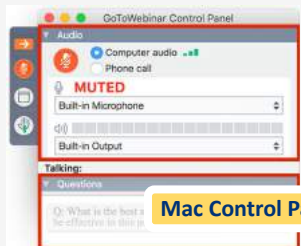
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GoToWebinar Housekeeping



PC Control Panel



Mac Control Panel

Attendee Participation

Using your control panel...

Join audio:

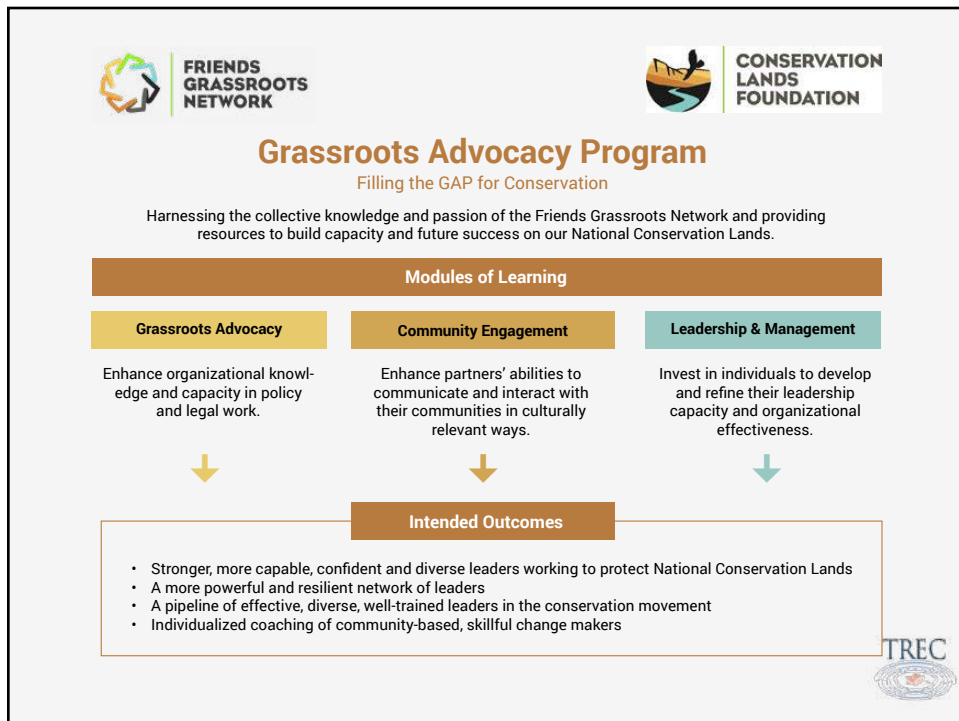
- Choose "Mic & Speakers" or "Computer Audio" to use VoIP
- OR choose "Telephone" or "Phone Call" and dial-in using the information provided

Submit questions and comments via the Questions panel.

Note: Attendees are muted and your webcams are disabled (listen-only mode).



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Training Resources for the Environmental Community Presents:

Getting Things Right from the Start: Picking Good Partners and Strategic Campaigns



Presented by:

Trevor Kaul, TREC

February 8, 2022

TREC

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Today's Purpose

- Who could we partner with to build collective power?
- How do we build inclusive and equitable partnerships?
- Which campaigns can best help us build power?



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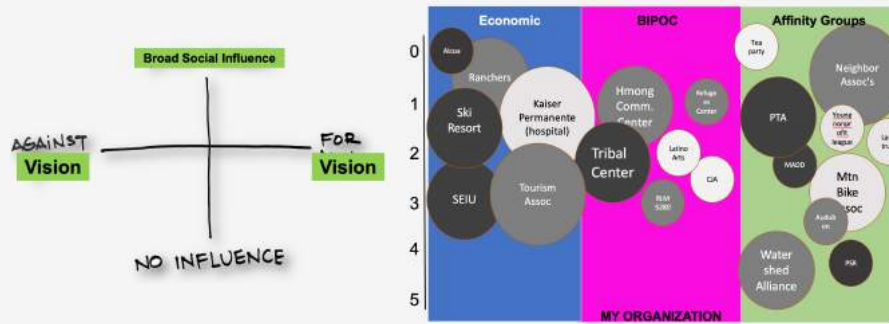
5 Qs when considering who to partner with

- 1) Who is in our community?
- 2) What type of relationships are we looking for?
- 3) What types of relationships are we *ready* for?
- 4) What do we have to offer?
- 5) What capacities and power do we need to build?



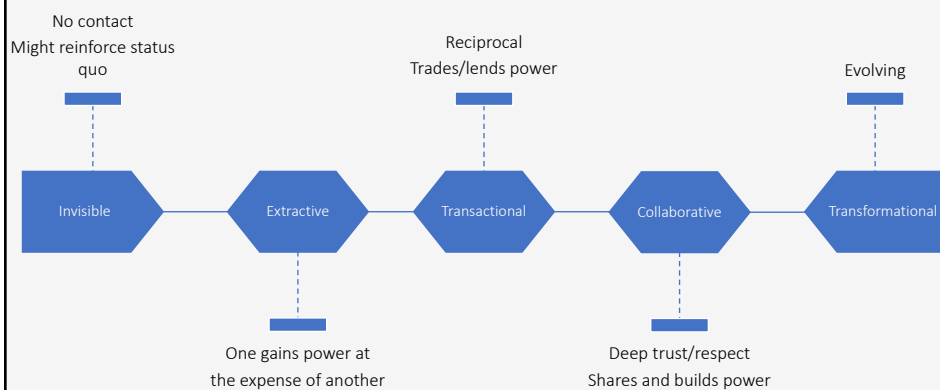
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Who are the people who live in the geography where you work?



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A Relationship Spectrum: What do We Want?



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POLL QUESTION

Given that we're all working within different cultural systems, what is your organization's default position in approaching relationships?



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What type of relationships are we ready for?

What is our motivation to engage with organizations & communities different than our own?

- What do we hope to achieve?
- How is it mutually beneficial?
- What risks are there to us and our community?
- Are we willing to change our plans, goals, or even ways of thinking in order to be in partnership with communities different from our own?
- What is core to our organization's values/approach that we aren't willing to change?



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Cultural Competence Process

Cultural competence is never an end point; it is an ongoing process of intellectual curiosity, intentional learning and critical thinking about cultural issues and conversations to understand:

- *the issues of the society in which you live*
- *why others have different views on those issues*
- *how those issues impact you in the same or different ways than others and*
- *how to work and engage in critical dialogue with others in a way that is thoughtful, respectful and productive.*

- NC State University, Office for Institutional Equity and Diversity



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Who Am I?: Self Reflection

*What cultural competencies do I bring to this relationship?
What are my gaps?*



Graphic adapted from NC State University, Office for Institutional Equity and Diversity



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What Can We Offer?



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Matchmaking

	Us	Org A	Org B	Org C	Org D
Enviros	x		x		
Ranchers	x		x		x
Labor		x	x		
Indigenous				x	
Immigrant		x		x	
Lands & history		x		x	
Scientific	x	x	x	x	x
Policy	x		x		x
Partners			x	x	
Funders	x	x	x		
County Commissioner			x	x	
BLM	x		x		
Weyerhaeuser (timber)			x	x	

- Values and vision aligned?
- Networks or communities?
- Knowledge?
- Power brokers?



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Relationship Stage: Building Trust

Do Your Homework



Be open and transparent about why you're there



Relationships start between people, start with the person in front of you



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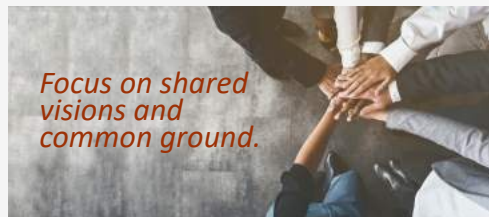
Relationship Stage: Building Trust(2)



Time is an investment in relationships and is defined by the culture. Don't Rush!



Focus on shared visions and common ground.



Ask about what matters to them and hold back the urge to start with an organizational request/ask.



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Relationship Stage: Coordination and Cooperation

- Group agreements –
 - Understanding values, priorities, and basic codes of conduct
 - Each org's decision-making process
 - Comfort level with different tactics
 - Ability to support various issues "outside" the mission
- Scoping work together -
 - appreciative inquiry
 - what's in and what's out of scope



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Relationship Stage: Coordination and Cooperation

- Setting goals together and apart – Cooperative/Collaborative vs independent
- Decision-making and disagreements – DARCI, RACI
- Critical cooperation -
 - Media
 - Fundraising appeals & access to donors
 - List sharing/building
 - Access to decision makers
- Reflection and learning



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Navigating Performative Inquiry

- *What is the org/coalition's history of Equity and Inclusion?*
- *Have there been members from marginalized communities? Are you willing to share their info/let prospects talk to former members?*
- *Are you open to a package deal (you + others)?*
- *What type of relationship are you looking for? (Transactional? Transformative, etc.)*
- *How have you navigated conflict in previous (campaign) relationships? What did you learn from those experiences?*



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Picking Power-building Campaigns



- Relationships with partner orgs
- Relationships with the community
- Organizational abilities and power



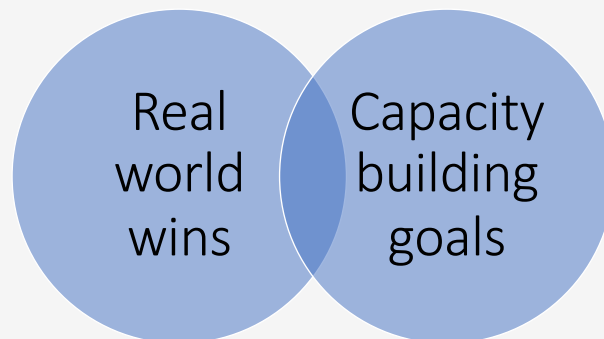
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Cooperative



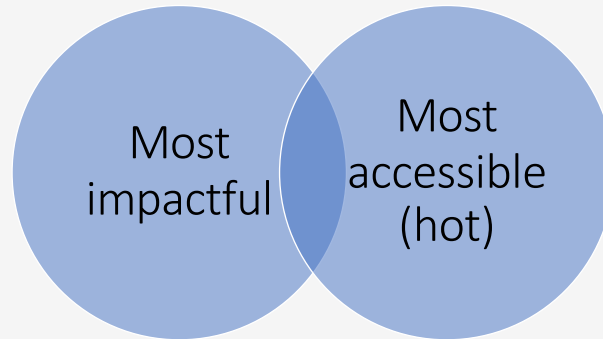
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Growth Opportunity



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Engaging and Accessible



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Picking “Powerful” Campaigns



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Power Opportunity Checklist

- Where is this campaign idea coming from?
- Does it reflect our values?
- How could this campaign build power for us?
- How could it build power for our allies?
- Would this campaign perpetuate a problematic status quo, or change it?



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What ALL will it take to make our vision a reality?



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Evaluation of this webinar

As you exit the webinar...

Please fill out our brief survey!



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Questions?



How to Participate

Using your control panel...

- **RAISE YOUR HAND** if you would like to be unmuted to speak your question
- OR continue to submit questions and comments via the **Questions** panel.

Thank you for attending today's webinar! We will stay after to answer your questions, but feel free to exit the webinar if you need to go.



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