MODULE 4:
Budget Advocacy

Alliance and Coalition Building
Aims of the Session

• To show the importance of civil society alliance and coalition building as essential relationships for budget advocacy
• To discuss ways to build and maintain alliances and coalitions
• To identify ways to choose natural allies for an advocacy campaign
Coalition
More formal collaborative structure that involves a long-term relationship among its members.

Alliance
Short-term relationship among organizations aimed at achieving a specific goal or outcome.

Network
More flexible association among groups that come together around a common idea or goal and that share information and ideas.

In practice, these definitions are used interchangeably. What matters is that all of them imply a more powerful, united voice for achieving change.

Why are coalitions and alliances important for budget work?

• The budget is not perceived as a “natural” foundation for social action.

• For budget analysis to have an impact, it must be used STRATEGICALLY!

✓ Budget information by itself does not lead to political change.
Key elements for building a successful budget-related coalition/alliance

- Be clear about the advocacy issue – it must have social relevance
- The issue must be directly relevant for the involved organization

✓ Coalitions/Alliances are able to increase the social and political value of budget analysis.
✓ They add a tried & tested advocacy strategy to a new cause.
Potential Allies

• Communities, groups, & populations who are:
  — directly affected by the issue
  — naturally interested in the issue

• Communities, groups, & populations that can:
  — add strength and value to the coalition and alliance
  — open access to power brokers
  — bring in more support for the issue
Effective Coalitions and Alliances

- Know and understand the advocacy issue
- Conduct clear planning and set priorities
- React to opportunities, drawing on the strengths of all parties in the coalition
- Constantly follow up on new and past events
- Set timeframes to achieve specific tasks and objectives
- Are clear about roles and responsibilities *(each party in the coalition has specific roles & responsibilities)*
- Evaluate progress along the way and adapt the advocacy strategy as required
Letting Go: When and Why It Is Important

• Identify and acknowledge the moment when the advocacy objective has been achieved and the work of the coalition has come to an end…and let it go!

• If other issues emerge and the collaboration was positive, you may think about reconstituting the coalition.

• When the objective has been achieved, a coalition’s members can & should continue working together IF they continue to share common issues and the need for collaboration still exists.