



INTERNATIONAL BUDGET PARTNERSHIP
Open Budgets. Transform Lives.

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.

