

Information Brief – Advocacy and Policy Influencing

1. **Introduction:** KCDF is a Kenyan public foundation founded in 1997 to support communities to initiate and drive their development agenda by harnessing and growing their resources as well as securing their basic rights and services. KCDF works nationally to promote growth, resilience, and sustainability of communities through capacity development, social investments, local resource mobilization and availing grants that leverage community contributions. In line with our theory of change, KCDF appreciates that rapid and enduring change is possible when communities are able to initiate their own solutions to development challenges affecting them and harness and grow resources. It is however difficult to realize such kind of change if majority civil society organizations are not engaging and **Claim-making/ advocacy and Policy Influencing**¹ from duty bearers and other likeminded stakeholders. Recognizing this need, KCDF in partnership with Wilde Ganzen will be rolling out a project that seeks to equip her partners and other likeminded civil society organizations with the requisite Claim-making/ advocacy and Policy Influencing skills to influence decisions that inform their development agendas.

2. **About Change the Game Academy (CtGA):** KCDF in partnership with Wilde Ganzen have launched an ambitious Programme dubbed ‘Change the Game’ aiming at building up capacities of a broad range of organizations at the grassroots level. The programme envisages to create an online portal for learning, providing online courses as well as to design classroom courses for specialized training and training of trainers. The focus of the Change-the Game Academy (as the learning support Programme will be called) are on subjects of Fund-raising and **Claim- making (Claim-making/ advocacy and Policy Influencing)** is a generic term referring to all possible actions to influence decision-making affecting grassroots level organizations, their beneficiaries and their work. Claim-making focuses mostly on **Advocacy and Policy Influencing** for the implementation of policy decisions, or of legislative norms and standards and of administrative measures at the local level.

- 2.1.**About Claim making component:** The Claim-making/ advocacy and Policy Influencing component of CtGA seeks to deliver a comprehensive training program that will empower civil

¹ **Claim-making/ advocacy and Policy Influencing** refers to all possible actions to influence decision making or policies affecting grassroots level organizations, their beneficiaries and their work.

society organizations to undertake claim making in realizing systemic change and sustainable local solutions for felt development challenges. The training program is designed in a series

of four modules with focus on building skills on negotiations with duty bearers for service delivery, and advocacy for the implementation of policy decisions or standards at the local level. In between the modules, coaching and mentorship support will be offered to participating grassroots organizations.

2.1.1. Objectives of Claim-making/ advocacy and Policy Influencing Training:

- i. Build the capacities of grassroots organizations to identify and prioritize development challenges for policy pursuit at county level.
- ii. Strengthen the capacities of grassroots organizations to make strategic choices on engaging in claim making.
- iii. Enable grassroots organizations to mobilize support among duty bearers for quality service delivery.
- iv. Strengthen systems of grassroots organizations to integrate claim making as an intervention in their development work.

2.1.2. The Training Pathway: The project focuses on a training trajectory of 12 days split in four modules that will be offered in a period of six months. The modules are split as follows:

- i. **Module one (two-day training):** This is an introductory course for the leadership of the participating organizations. The training aims at gaining their initial commitment to be able to train staff of their organizations. Specifically, the module seeks to:
 - o Orient senior management of the participating organizations on the project
 - Clarify expectations especially on what KCDF can facilitate and what will the participating organization facilitates and supports.
 - Orient leaders of participating organization (CEO, Executive Directors, Board Chair etc.) on the qualities of staff they should nominate to participate in the remaining training trajectory.
 - Ensure leaders of participating organizations know how to support nominated participants in identifying cases for support and mobilizing for support from different

stakeholders including duty bearers. Only one leader will attend from each participating organization.

ii. **Module Two (five-day training):** This is the first phase of the remaining three modules in which nominated participants- referred to as mobilizers of support – are expected to participate consistently. The module focuses on supporting the participants to be aware of the importance of seeking for political dimensions of problems of their beneficiaries and build their ability to undertake basic claim making actions. This includes understanding the principles of Claim-making/ advocacy and Policy Influencing, problem identification, stakeholder analysis, developing a claim making action and negotiation skills. Practical engagement² after Module Two training: During the break between this module (module 2) and module 3, the mobilizers of support will identify a problem/case for support and initiate support from duty bearers and other stakeholders. KCDF will also progressively provide the needed coaching and mentorship during this time.

2.1.3. **Module Three (3 days of training):** is the second phase of the training module for mobilizers of support. This module focuses on enhancing skills so that actions identified and tried out in Module 2, can be implemented by the organization. The sessions include developing and refining the message; analysis of the tools for messaging, and visiting with an advocacy organization. Practical engagement after module three training: During the break, mobilizers of support will continue working on the same case identified This session allows for the participants to put into practice a series or combined action as designed and improved during this module. KCDF will progressively provide the needed coaching and mentorship to the mobilizers of support and the community during this time.

2.1.4. **Module Four (2 days of training)** – this last module – the third phase of the training module for mobilizers of support- provides a platform to evaluate the actions undertaken. It is anticipated that by this point, the contribution to the new skills are embedded in the organization. It is also an opportunity to reflect and assess whether organizations can extend their claim making skills to run claim making projects. The sessions include monitoring and evaluation of results of actions, assessing personal skills for effective Claim-making/ advocacy and Policy Influencing. Practical engagement after Module four training KCDF will engage with the participating organizations – both the mobilizers of support and their leaders to document their experience on working on the identified case during the six months. KCDF will provide support, coaching and mentorship towards integration and review of the activities into organization strategy.

It is anticipated that mobilizers of support will receive certificates of participation at the end of the training pathway. Further, they will independently and continuously build the capacities of their communities including nominating grassroots organizations to progressively and sustainably mobilize support from different stakeholders

The practical engagements are an opportunity to empower an organization to utilize and experience the different skills and tools, and to build confidence towards undertaking a claim making action.

3. **Duration of Training:** The training trajectory is scheduled to take a period of six months. Trainings are organized in four blocks with breaks in between for practical engagements. Training will be done concurrent to the priority project that organization fundraises for.
4. **Criteria for Selection:** The following criterial which looks at the participating organization and the nominated trainees (who will be trained to become mobilizers of support/ game changers) will be used to select the first cohort.

4.1. Organization level:

- i. Organizations working in any of the following sectors: Education; Water and Sanitation, Environment and Natural Resources Management, Livelihoods will get priority
- ii. Organizations that demonstrate interest in claim making/Claim-making/ advocacy and Policy Influencing as an intervention in development.
- iii. Organizations willing to mobilize support from duty bearers and other stakeholders in solving community problems and or development challenges.
- iv. Organizations willing to facilitate Claim-making/ advocacy and Policy Influencing activities identified by the community.
- v. Have demonstrated ability to mobilize communities to participate in activities that are geared towards Claim-making/ advocacy and Policy Influencing from duty bearers like county governments, devolved funds and any other institution be it government or from the private sector.
- vi. Commit to nominate and allow two staff members or community members to consistently participate in modules two to four and follow up practical engagements for the duration of the training. *Participation of mobilizers of support in the training trajectory after nomination is strictly not transferable for consistency purposes.

The two staff nominated should be/ have:

- i. Working knowledge of their organization's mandate and mission to the community.

- ii. Experience in working in the priority areas of focus of Health care; Education; Water and Sanitation.
- iii. Working knowledge on the legal and political dimensions of the county of operation.
- iv. Be available to help the community and or participating organization to mobilize support towards solving community development challenges or implement priority projects with support from duty bearers
- v. A basic understanding of the legal framework in the country, or on the human rights protective framework is an added advantage.
- vi. Interested in Fundraising for Civil Society Organizations
- vii. Available for the duration of the training program and remain available to commit themselves to training various stakeholders at the grassroots level including community groupings like self-help groups, youth groups among others.

5. Training Outcomes

- i. Participants trained on Claim-making/ advocacy and Policy Influencing for improved service delivery at county level.
- ii. Grassroots issues identified and followed to conclusion through Claim-making/ advocacy and Policy Influencing.
- iii. Increased policies that respond to the development felt need adopted or implemented. Increased capacities of communities to participate in civic engagement for county development.
- iv. Improved service delivery at county level.