

ACE Academy



Advocate, Collaborate & Engage

ACE Academy for
Graduates of the Global
Women's Water Initiative's

Women's Water Leadership Academy

ACE Academy

Curriculum Overview

In partnership with Global Women's Water Initiative (GWWI), C Change is launching the ACE Academy (Advocate, Collaborate & Engage) for graduates of GWWI's Women's Water Leadership (WWL) Academy. Through its Women's Water & Leadership Academy, GWWI trained grassroots women to become water, sanitation and hygiene (WASH)



technicians, trainers and social entrepreneurs who have provided clean water and sanitation services to over 40,000 people in Uganda, Kenya and Tanzania. ACE Academy will add value to the GWWI graduates by teaching processes and skills focused on their development as leaders, thinkers and entrepreneurs.

The training, aimed at advancing these grassroots women to the highest levels of leadership in government, business and their communities, will roll out in stages over the next 3 years focusing on developing different critical skills each year. The first year's curriculum, Impact Marketing & Advocacy, is fully developed and ready for implementation. Year 2's focus will be on entrepreneurship, where participants will learn the skills to scale, fund and replicate their programs. The sessions will conclude in year 3 with a focus on political engagement, enabling participants to delve into learning how to engage high-level political allies and run for political office. Throughout the program, participants will have in-person and remote support from both GWWI's East African staff and US based personnel.

What is Advocacy?



As a critical element for any cause that hopes to bring about positive change, advocacy seeks to ensure people, particularly society's most vulnerable, are able to:

- Have their voice heard on issues important to them
- Defend and safeguard their rights
- Have their views and wishes genuinely considered when decisions are being made about their lives

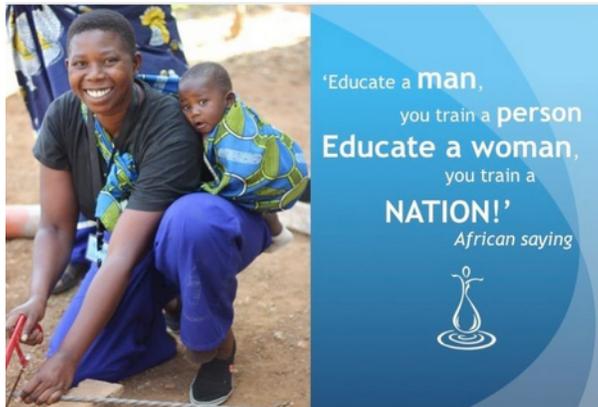
Advocacy is a process of supporting and enabling people to:

- Express their views and concerns to decision-makers
- Access information and services
- Defend and promote their rights and responsibilities

The C Change stage 1 ACE Academy curriculum, Impact Marketing & Advocacy, is broken into the five segments outlined below. It will also include sessions on proposal writing during the June 2017 sessions.

Year 1: Impact Marketing & Advocacy

What Change Do We Want to Make?



Without first identifying the root causes of a problem, any plan of action is likely to yield marginal results. In this phase, participants begin by determining barriers preventing them from moving their cause forward. What's important here is that the issues are participant driven and tied to real life, relevant circumstances. They'll then move on to analyzing and understanding root causes. As problem solving efforts move forward, this approach engages participants in identifying opportunities, prioritizing action for maximum impact and ensuring they're strategically targeting the right decision makers.

Who Can Make It Happen?



Understanding your audience is the key to effective communications. Who has the capacity to support, influence or negatively impact your cause? What are their concerns, needs and potential barriers to supporting your cause? After identifying the root causes of and opportunities for their issues, participants will learn to identify key influencers and develop network maps and prioritization grids to manage critical stakeholders.

How Do We Make Sure They Hear It?



Once we know and understand the audience, we'll begin to develop our stories as storytelling and effective messaging go hand in hand. What will move your audience? At the first training session in March 2017, participants will learn storytelling for advocacy and come to better understand what makes a powerful story. While participants work on their own stories, they'll be learning powerful presentation techniques that can be used with the media and other diverse audiences. Throughout the year, they'll continue to develop and hone their stories and other persuasive techniques.

We'll also focus on effective presentation skills to help participants gain comfort in diverse settings such as speaking to the media, to large audiences or one-on-one to important decision-makers. As part of this process, they'll develop a simple communications plan that incorporates media messaging, lobbying and community outreach.

What Do We Have and What Do We Need?



Personal and organizational development tools will help participants understand their strengths, weaknesses, opportunities and threats. What can be achieved with the tools, people and partners we have? Who or what is missing? Success requires diverse skill sets, personalities and different approaches. What's missing and how can we find it or them? What funding can be accessed? Are there resources being overlooked? These are just some of the pieces of the effective advocacy puzzle. To help participants better understand themselves, how best to approach others and whose missing

from their team, they'll learn a simple tool to identify personality types. They'll also gain a basic understanding of strategic planning techniques and have the opportunity to practice budgeting and writing fundraising proposals.

How Do We Begin to Take Action?



Effective advocacy needs a strategic plan of action. By the end of year 1, participants will have developed a SMART (Specific, Measurable, Achievable, Realistic and Timely) plan that anticipates future opportunities and threats. They'll develop timelines that include milestones and metrics so success can be measured and achievements quantified.

For more information go to:

www.ceechange.org

www.globalwomenswater.org

Email: anniep@ceechange.org