AMPLIFY’S LOCAL STRATEGY PROCESS

Staff coordinated 4-6 month collaborative design processes in Amplify’s 8 places (except in California, where F4ICA organized the process) to ensure that local grantmaking strategies were responsive to local context while grounded in Amplify’s theory of change. Local leaders were key decision-makers in the six-step strategy process, which led to multiple outcomes including: local ownership of Amplify’s grantmaking strategy, deepened relationships with and among local leaders, and a clear model for participatory philanthropic practice.

1. Staff traveled (a lot!) to each place. They met with local leaders to listen & learn about the local context.

2. Staff invited local strategy advisors for each place. Amplify made a $25,000 grant to each advisor.

3. Staff met with each strategy advisor 1:1 to talk through Amplify’s theory of change & learn about local opportunities, needs & priorities.

4. Advisors convened in each place for a facilitated session to come to consensus about the local grantmaking strategy.

5. Then, they co-wrote the local strategy paper with support from Amplify staff. (Literally, lots of people writing, editing & commenting in one Google Doc!!)

6. Advisors & staff then presented the completed local strategy for steering committee approval (via modified consensus).

Amplify’s Steering Committee selected the 8 places for grantmaking based on stated criteria.

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