Seven Elements of Effective Networks
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ABOUT THE SPEAKER

Dawn Arteaga
@DawnArteaga
Netcentric Campaigns transforms advocacy for foundations and nonprofits by building networks of people to move change forward.
Evolving Thinking on Network-Centric Advocacy
Common Language
Social Ties
Communications Grid
Vision
Shared Resources
Actors
Feedback
Welcome to Moms AND DADS welcome!

48 members, 999 messages, 10 photos added in the last 7 days

New Messages  See All

St Peter's students kept outside with no coats
MOTH. I was walking across that big field just below Folger's Park at 11:30 this morning when I saw the St. Peter's students being emptied from the school
bronwyn.bruton 13 minutes ago

Cherry Blossom Photos
We are looking at having some family pictures taken during the Cherry Blossom season. I saw a couple of messages a few weeks back but am not having a lot of
littlesaraho 20 minutes ago

Re: Looking for lake vacation spot
Bryce resort in the Shenendoah mountains, beautiful and 2.15 mins from DC. There's a lodge w/ activities, hiking trails, a lake, restaurants ext... Best, Lisa
wheezie 1964 20 minutes ago
“...I find the traditional princess cliché to be in total conflict with the notion of a strong, self-reliant, intelligent girl.

...Yet many of the girls marching in Princess Patrol define themselves based on their glittery dresses...”
“Am I the only mother of a little girl that finds this problematic and a bit outdated?

Would it not be more beneficial to the boys and girls in our neighborhood to have a parade that encompasses the greater range of gender roles/norms?”
“It’s a parade. Anyone can register...It isn’t the princess patrol parade. That’s just the name of one of the groups....”

- Sharon (Capitol Hill 4th of July Parade Organizer
“Just a word of warning the princess brigade always stirs up a PC dust on the list serve.”

- 2014 Capitol Hill 4th of July Parade Organizer
“No one this year has offered to organize a certain brigade that shall not be named...I think we should rename it the **Dress Up Brigade**. And if you don't know what I'm talking about, don't worry, it's better left alone :)

So...anyone want to bring their dressed-up little ones and march with me?”
“My daughter was mesmerized by the “brigade that shall not be named” ... 

We’d love to participate.”
Actors
Common Language
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Feedback
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Social Ties
Vision
“We organized a grassroots effort with other parents to open this school. As they say, it really does take a village. There were a large number of people who gathered and volunteered their time and resources to get this started.”

- Jessica Wodatch, Executive Director

Source: Danny Harris @ Popville.Com
“Assistant Superintendent William Wilhoyte told me a couple of years ago that the D.C. schools should be judged by how well the system could satisfy the Moms on the Hill.”
Motivation + Organization = Social Change

Motivation + Action Network = Social Change
Connections

Social Ties

Shared Vision

Common Language
Leadership

Key Actors
Tools

Shared Resources

Communications Grid

Feedback Mechanisms
Join the Movement

PreventObesity.net is building a national network to power the movement to prevent childhood obesity. Whether it’s joining a local parents’ group to get healthier food choices available in nearby schools or supporting a large organization for a national day of action, you can play a part in this movement. Join today!

300,443 Supporters and 3,827 Leaders in 50 States

fighting to reduce childhood obesity.

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Join Today!
Actors

More than 3,800 Leaders play a variety of roles in the network, from sending out campaign emails to the list of 300,000 Supporters; sharing case studies on webinars, in blog posts and in the weekly newsletter; joining coordination calls; and promoting campaigns for one another via social media and their own communications channels.
A weekly Leader newsletter puts the spotlight on leaders’ stories and campaigns. It sets a common lingo across the movement so network members get a sense that they are “cut from the same cloth.”
Communications Grid

The map on the website allows Leaders to find each other and send messages with one click - giving them a flat communications channel they wouldn’t have otherwise. They can also learn more about one another through profile pages on the site.
Feedback

The network receives feedback in the form of updates on campaign successes and shortcomings. They can also check real-time statistics on network growth and activity on the website, map and on social media channels.
PreventObesity.net Leaders have access to resources that help them advance their work. Examples include:

- Comprehensive online courses on direct action organizing and advocacy strategy.
- List share opportunities.
- Cell phone tools.
- Blogger map and lists.
- Email outreach to targeted lists.
Social Ties

Everything from happy hours for leaders to online story sharing help build social connections between PreventObesity.net Leaders.
Vision

Focus on giving leaders tools to combat childhood obesity is central to the network. Campaign language, leader applications, website content and celebrations of campaign wins all help leaders understand and embrace this vision.

PreventObesity.net Leaders are a group of extraordinary individuals who are actively working in their communities to change policies and environments to reverse childhood obesity. We would like to extend a special invitation to you to become a PreventObesity.net Leader.

As a Leader, you will:

1. Meet the criteria to be a PreventObesity.net Leader.
2. Connect with more than 300,000 Supporters and 3,000 Leaders around the country.
3. Be featured on and have access to our Map of the Movement.
4. Receive the Inside Track, our weekly Leader-exclusive newsletter.
5. Get help from our team with your own advocacy campaigns and online strategies.
PreventObesity.net in Action

In February 2013, the USDA requested public input on their proposed guidelines for competitive foods in schools.

Researchers, experts and policy teams crafted positions and comments that were elevated and voiced by the network during the USDA’s 60-day open comment period.
How Do You Like Them Apples?

More than 200,000 people raised their voice to support healthy snacks and drinks in schools!
The USDA ultimately moved forward with recommending the implementation of the competitive foods guidelines in schools.
Social Ties
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Thank You!

www.netcentriccampaigns.org
dawn@netcentriccampaigns.org
@Network_Centric