10 keys

to mobilise strategic communications



Seek unity, not uniformity.

There's no one size fits all message for a diverse coalition.
Ensure unity in narrative strategy but do offer different messaging alternatives.

Frank Sharry, America's Voice



Build opt-in alliances.

Let members opt-in to specific activities that are a good fit for them.

Don't expect everyone to be

involved in everything!



Leverage the power of partnership.

Ensure the best mix of members with complementary roles, resources, skills and access to maximise

narrative impact.



Agree direction, not details.

Seeking consensus on every detail leads to stagnation and conflict.
Instead, agree the narrative strategy, leaving space for implementation options.



"If you're not uncomfortable, your coalition is too small."

Work with unusual allies to build the strategic partnerships needed to access audiences you don't usually reach — especially "the middle".

Beautifultrouble.org



Adopt three smart tactics for one winning narrative strategy.

Ensure the coalition covers all tactics: further mobilise the supporter base, engage "the middle" and define and marginalise extremists.



Drive the agenda.

Be proactive to set and steer the public debate with your common narrative agenda, rather than solely countering the opposition.



Get your narratives known and owned.

Promote narratives widely and persistently in public debates (achieving presence) and work for them to be internalised through deeper experiences and interactions (achieving immersion).

Rashad Robinson, Color of Change



See narrative change as a bridge to power.

Integrate your public advocacy and policy work

— shifting public opinion builds the political will
needed to effectively influence policy
and law (achieving power).

Rashad Robinson, Color of Change



Embrace a movement perspective.

See your work stitched into the broader shared impact goal of the movement, rising above short-term individual interests.

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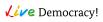
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Funded by

as part of the federal programme



Federal Ministry for Family Affairs, Senior Citizens, Women and Youth





How can networks and coalitions best work together to achieve narrative impact? What can we learn from experienced practitioners in this field?

This set of cards synopsises the main lessons from ICPA's work supporting a diverse range of national and international strategic communications coalitions.

Explore more resources and guidance at:

wwww.narrativechange.org/incubator

International Centre for Policy Advocacy



