



2010 Assets & Opportunity Campaign: Expanding Financial Security and Opportunity through State Policy Change

Overview of Goals, Strategies and Activities

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National Coalition Approaches

1. Peer-driven

- Asset Policy Learning Circle
- Cities for Financial Empowerment

2. Funder-driven

- CS Mott Foundation
- Ford Foundation
- Northwest Area Foundation/STEP/Seattle Foundation
- Working Poor Families Project (AE Casey, Ford, Joyce, Mott Fdns)

3. Intermediary-driven

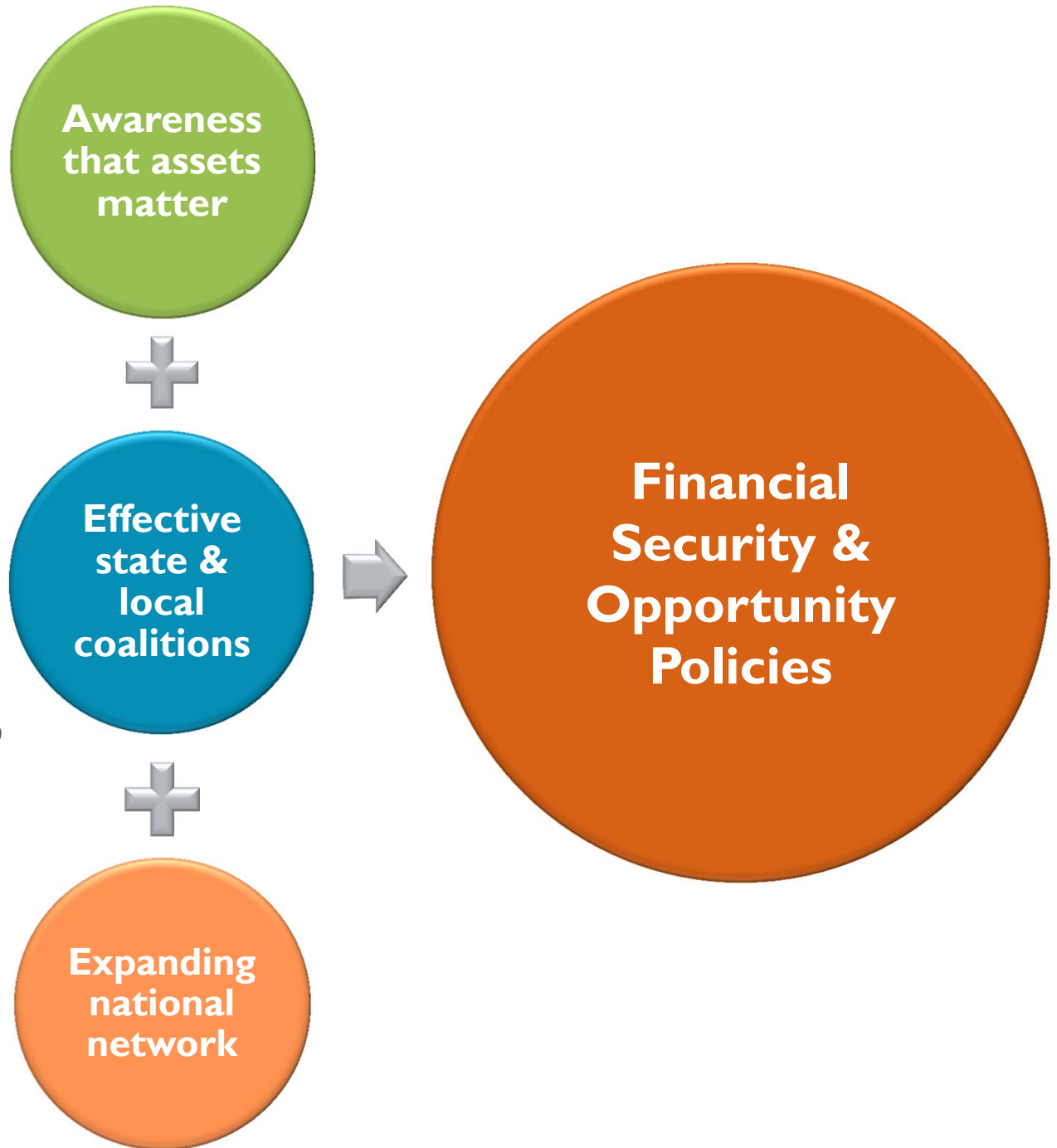
- Economic Policy Institute's EARN
- Center on Budget' and Policy Priorities' SFAI
- CFED's Assets & Opportunity Network

Asset & Opportunity Campaign Goal

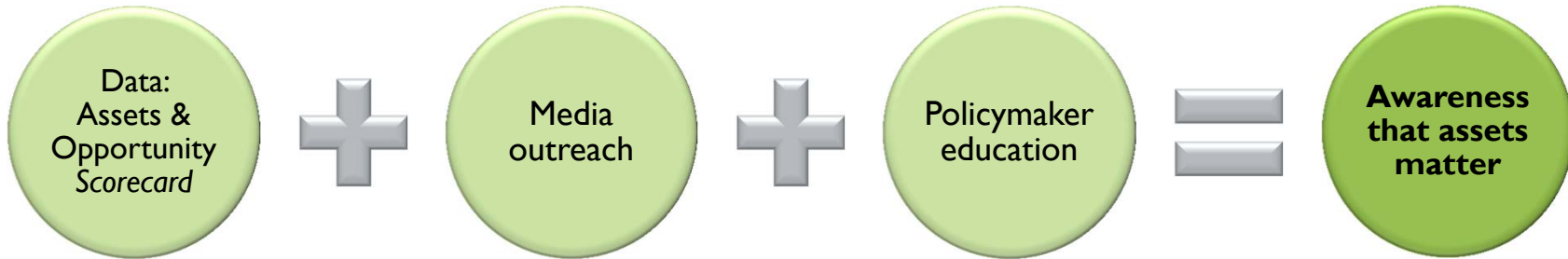
- Expand financial security and opportunity through policy change
- Campaign seeks policy change at all levels of government; however, primary locus of activity is with state policy advocates

Theory of change

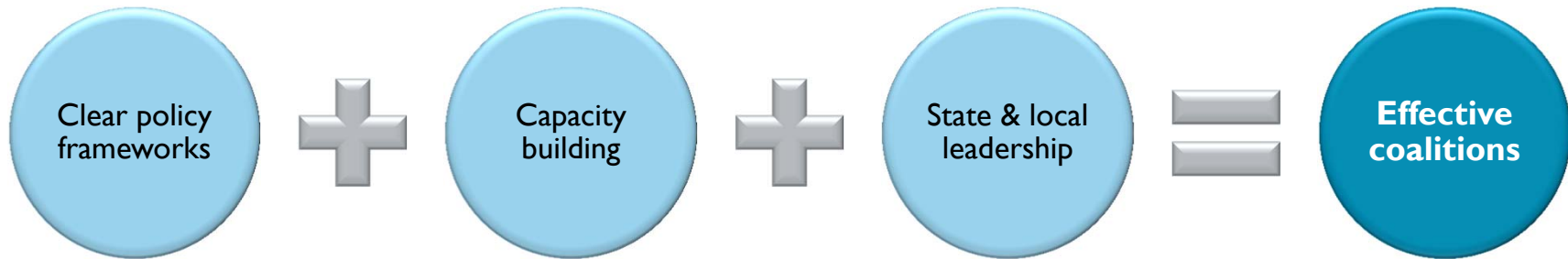
What drivers will lead to a dramatically improved policy infrastructure?



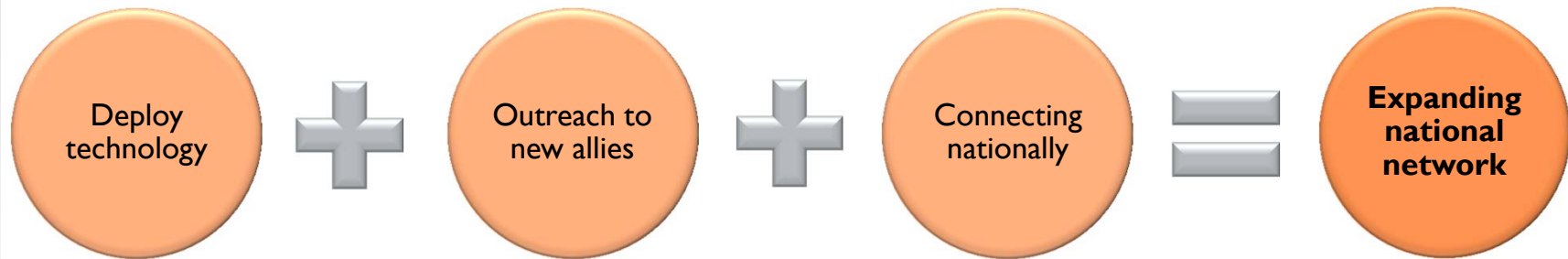
What Drives Increased Awareness?



What Drives Effective Coalitions?



What Drives a National Network?



How Local, State and National Networks Relate

Local coalitions/partnerships

- raise awareness that assets matter
- expand & improve services available locally
- advance local, state & federal asset policies

State coalitions

comprised of local stakeholders, state policy advocates & others

- raise awareness that assets matter
- spread assets services to new geographies
- improve service delivery through information exchange
- advance state & federal asset policies

Local, state & national stakeholders participate in coordinated **national network** to

- deepen advocacy capacity on local, state & federal policy
- spread best practices to new geographies
- leverage infrastructure for messaging/communication & base-building
- advance state-specific & federal asset policies
- Evaluate efficacy of policy change strategy
- Integrate assets into full range of human service programs, policies & fields



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