

# GIST

GRANTMAKERS INCOME SECURITY TASKFORCE

## Grantmakers Briefing Strategic Communications and Messaging

Public Welfare Foundation  
True Reformer Building, Lankford Auditorium  
1200 U Street, NW  
Washington, DC

### AGENDA

**Wednesday, December 2, 2009**

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**5:30-7:30pm**

**Dinner Program: Maps of the Progressive Infrastructure** (FOR FUNDERS AND PHILANTHROPIC ADVISORS ONLY) **Blue Room, Ceiba, 701 14<sup>th</sup> Street, NW, Washington, DC**

This session will present maps of the progressive infrastructure across the country, including state policy centers, religious groups, immigrant rights groups, environmental groups, women's groups, civil rights groups, and electoral groups. The presentation will include a discussion about how these maps can be used to facilitate new forms of collaboration and resource sharing among groups and organizations at the local, state, and national level.

**Please note there is a \$30 fee to attend this program** to help defray the costs of the dinner. All other sessions are offered free of charge.

- **Katherine McFate**, Program Officer, Governance and Civil Society Unit, Ford Foundation (*please contact Katherine at [K.Mcfate@fordfoundation.org](mailto:K.Mcfate@fordfoundation.org) to request a copy of her presentation*)

## Thursday, December 3, 2009

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- 9:00-11:30am**      **GIST Steering Committee Meeting** (PRIVATE SESSION FOR STEERING COMMITTEE MEMBERS ONLY)
- 11:45-12:00pm**      **Meeting Kickoff: Welcome and Introductions**
- **Michael Laracy and Benita Melton**, Co-Chairs, Grantmakers Income Security Taskforce
- 12:00-1:00pm**      **Luncheon Presentation: Social Innovation Fund**
- **Michele Jolin**, Senior Advisor, Social Innovation, Domestic Policy Council at the White House
- 1:00-1:30pm**      **TANF Emergency Contingency Funds in the ARRA**
- **Mark Greenberg**, Deputy Assistant Secretary for Policy, Administration for Children and Families, U.S. Department of Health and Human Services
- 1:30-2:45pm**      **Funder Updates**  
Grantmakers will be invited to provide brief updates on:
- funding priorities/new directions or initiatives;
  - impact of economy on endowment and portfolios;
  - timeframe/timeline for making investments;
  - past or future investments supporting strategic communications and messaging; and
  - ripe opportunities for collaboration.
- 2:45-3:00pm**      **Break**
- 3:00-4:45pm**      **Strategic Communications and Messaging: Role of Government**  
A panel of experts will discuss the research and on the ground application of effective messaging around the role of government in improving the well-being of children, youth and families.
- **Bob Shull**, Program Officer, Workers' Rights, Public Welfare Foundation (Moderator)
  - **Michael Lipsky, Senior Program Director, Public Opinion and Messaging, Demos**
  - **Meg Bostrom, Co-founder, Topos Partnership and President, Public Knowledge**
  - **Joshua Ulibarri, Partner, Lake Research Partners**
  - **Robert Crittenden, Executive Director, Herndon Alliance**

*Handouts:*

- [Government, The Economy and We, The People: Creating Public Will to Shape an Economy that Works for All](#) by Topos Partnership for Public Works: the Demos Center for the Public Sector, October 28, 2009.
- [Promoting Broad Prosperity: A Topos Strategy and Research Brief](#) by Axel Aubrun, Meg Bostrom, Joe Grady, Topos Partnership for Public Works: the Demos Center for the Public Sector, October 2009.

4:45-5:00pm

Wrap-up and Closing

## Friday, December 4, 2009

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9:00-9:15am

Welcome and Reflections

9:15-11:15am

### **Strategic Communications and Messaging: Poverty Alleviation, Benefits, and Work Supports**

A panel of experts will discuss the research and on the ground application of effective messaging around poverty alleviation, benefits and works supports during an economic recession *and* economic recovery. Panelists will share “what works,” identify gaps in the research and explore lessons learned from recent advocacy campaigns, including healthcare reform.

- **Benita Melton**, Co-Chair, Grantmakers Income Security Taskforce (Moderator)

Panelists:

- [Guy Molyneux, Partner, Hart Research Associates](#)
- **Erin O’Brien**, Assistant Professor, Department of Political Science, University of Massachusetts Boston
- **Kristin Rowe-Finkbeiner**, Executive Director and Co-founder, MomsRising.org
- [Maya Wiley, Executive Director, Center for Social Inclusion](#)

Respondents:

- **Frank Gilliam**, Dean, School of Public Affairs and Professor of Public Policy and Political Science, University of California, Los Angeles and Senior Fellow, FrameWorks Institute
- **Alan Jenkins**, Executive Director, The Opportunity Agenda

*Resources:*

- Erin O'Brien. *The Politics of Identity: Solidarity Building among America's Working Poor*. Albany, NY: State University of New York Press, 2008, paperback 2009. Volume in Anne Schneider and Helen Ingram's "Public Policy Series."

**11:15-11:30pm**

**Break**

**11:30-1:30pm**

**Working Lunch: Strategic Communications and Messaging: Race, Ethnicity and Culture**

How do Americans think and talk about race around issues of policy, programs, government, and taxes? A panel of experts will discuss the opportunities and challenges for developing appropriate and effective messages and frames with a racial equity and social justice lens. How do we reach all of the voices to engage the nation's people in advocacy and action for social change?

- **Alice Warner**, Program Director, W. K. Kellogg Foundation (Moderator)
- **Frank Gilliam**, Dean, School of Public Affairs and Professor of Public Policy and Political Science, University of California, Los Angeles and Senior Fellow, FrameWorks Institute
- **Alan Jenkins**, Executive Director, The Opportunity Agenda
- **Sherry Salway Black**, Director, Partnership for Tribal Governance Initiative, National Congress of American Indians

*Handouts:*

- **FrameWorks Institute Experimental Survey Summary**
- **Talking Points: Talking Economic Recovery and Equal Opportunity** by The Opportunity Agenda.
- **The State of Opportunity in America Executive Summary** by The Opportunity Agenda, 2006.
- Experimental Survey by the FrameWorks Institute, October 2009.

**1:30-2:30pm**

**Grantmaker Strategy Session (FOR FUNDERS AND PHILANTHROPIC ADVISORS ONLY)**

Participants will reflect on the previous sessions and discuss strategies and opportunities for investments and collaboration around strategic communications and messaging. *(Please contact Cema Siegel at [csiegel@financeproject.org](mailto:csiegel@financeproject.org) if you would like to receive a summary of this discussion).*

**2:30pm**

**Adjourn**

## ***Additional Resources***

- [\*\*Anti-Statism in America: Why Americans Hate to Love Government\*\*](#) by John B. Judis, The New Republic, November 11, 2009.
- [\*\*Who Pays? A Distributional Analysis of the Tax Systems in All 50 States\*\*](#) by Institute on Taxation and Economic Policy. This is the third edition of ITEP's comprehensive analysis of state and local tax systems in all fifty states. The study shows that on average, state and local tax systems require the poorest taxpayers to pay the highest effective tax rates. The report is especially relevant during the current economic crisis. "In the coming months, lawmakers across the nation will be forced to make difficult decisions about budget-balancing tax changes - which makes it vital to understand who is hit hardest by state and local taxes right now," said Matthew Gardner, lead author of the study.
- [\*\*Battered by the Storm: How the Safety Net is Failing Americans and How to Fix It\*\*](#) by Institute for Policy Studies, Center for Community Change, Jobs with Justice and Legal Momentum. This national study concludes that the economic crisis is still on the rise for millions of Americans, while at the same time the social safety net is failing to support many of them. It also offers comprehensive plans to combat poverty and unemployment immediately and strategies for the long-term.
- [\*\*Additional Federal Fiscal Relief Needed to Help States Address Recession's Impact: Without it, States' Steps to Balance Their Budgets Could Cost the Economy 900,000 Jobs Next Year.\*\*](#) by the Center on Budget and Policy Priorities. This CBPP report outlines in clear terms why it is critical for federal policymakers to provide additional fiscal relief to states. It reviews how state fiscal assistance from the American Recovery and Reinvestment Act has helped reduce some of the budget gaps, but, also emphasizes why it is necessary to extend state aid so that states do not have to take measure that will create a drag on the economy and cost jobs.