

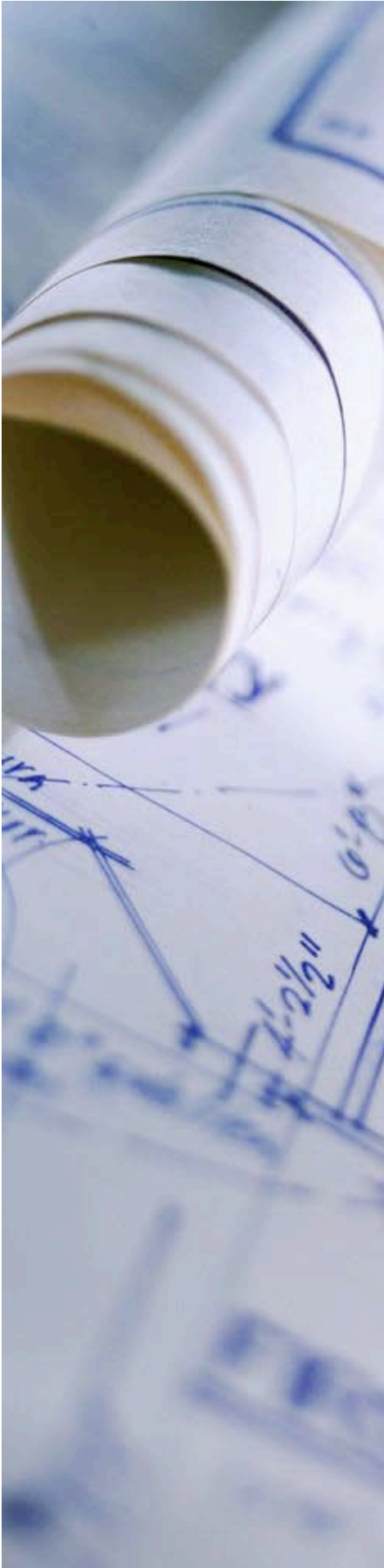
Blueprint for Action

Global Washington Annual Conference Report

December, 2009

On December 7th, 2009 Global Washington hosted its first annual conference, “A Blueprint for Action”. The conference brought together the private, non-profit and philanthropic sectors to build the next chapter of our common global future. Participants spent several hours identifying the priorities for the sector. Global Washington received a tremendous amount of feedback about the most urgent needs facing the sector today. We at Global Washington are thrilled with the success of our first annual conference.





During the 20th century, the state of Washington built a reputation for its airplanes, timber, software and coffee. As we start this century, Washington is well on its way to being known as a leading center in the field of global development.

Washington boasts a large number of nonprofit organizations, foundations, businesses, academic institutions and corporations actively engaged in improving the economic, social and environmental conditions of the world's poorest people.

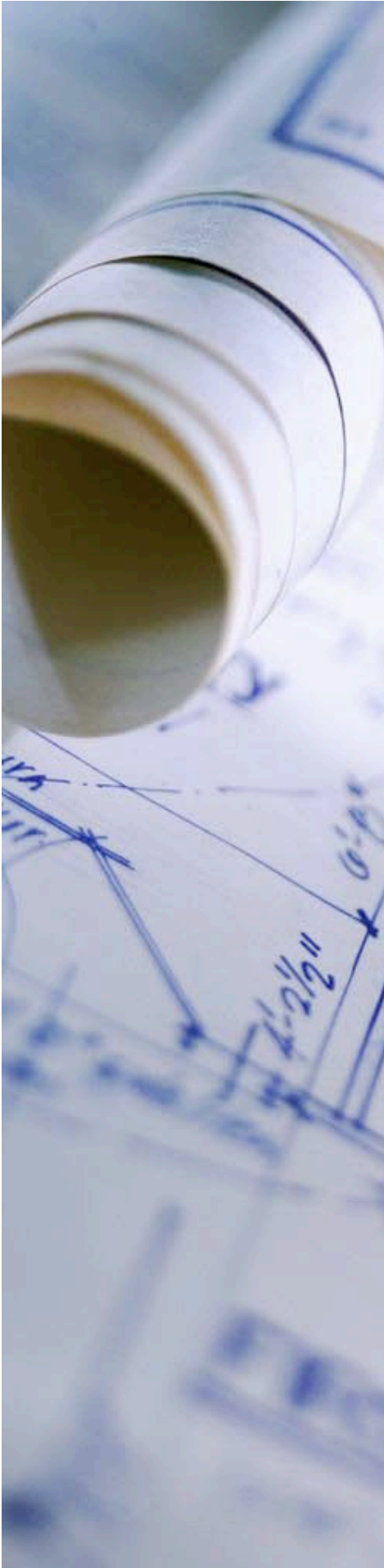
The programs and services offered by these diverse organizations contribute significantly to meeting challenging development needs around the world and include: direct service delivery, capacity building, education and training, research, advocacy, product development, corporate citizenship and philanthropy.

However, many barriers to cooperation remain. Too often, organizations dedicated to global development lack the support they need to benefit from the advantages they share by being co-located in the state of Washington.

Global Washington has been established to fill this need. We feel that by coming together we can build a stronger movement for change, speaking from a unified voice about our needs and priorities.

Together, we are more powerful.

In fall of 2009, Global Washington announced a process for the global development community of recognizing shared obstacles, learning from our common successes and realizing our best ideas and innovations. The plan was to emerge with a **Blueprint for Action** to set out concrete goals and benchmarks for the global development movement in the coming years.



Moving forward with this unified voice, we will use the blueprint sector-wide to persuade decision-makers, funders and the media, and to guide our own collaborative efforts towards these shared goals.

Together, the global development community will lead the way into the next decade - mobilizing the public and effecting transformational change around the world.

Global Washington started this process by hosting an ongoing dialogue among the global development community in Washington State, giving all community members an equal voice in setting the priorities for our sector's work.

Using cutting-edge social networking, we created a democratic process among the community of global development organizations in the state in order to agree on priorities, to influence policy, and to form new alliances and partnerships.

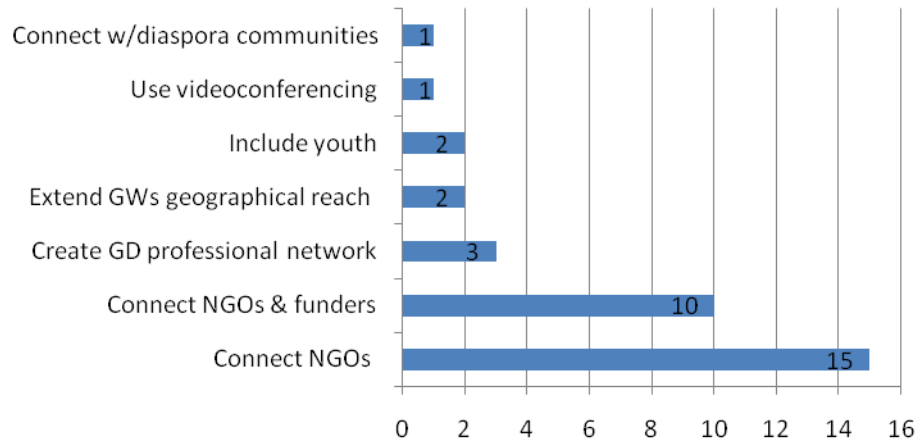
Through collaboration, we can better catalyze our donor dollars, accelerate innovation and enhance our collective impact on the world.

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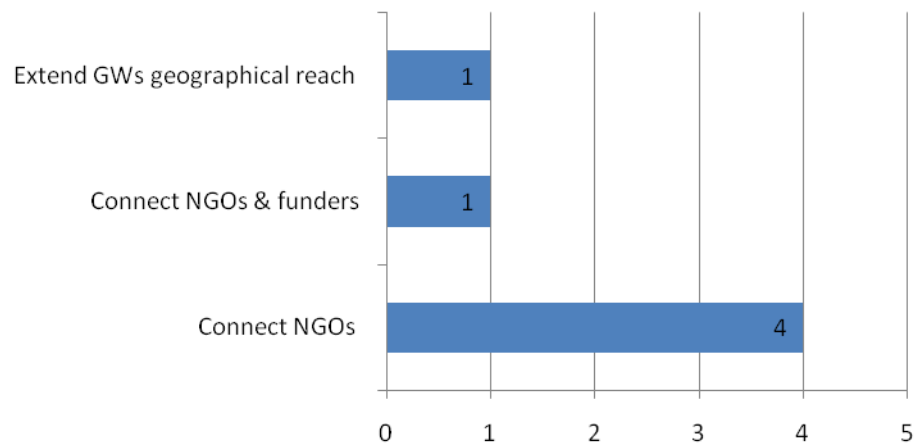
In two rounds of active group discussions (mixing participants across issue areas and then grouping them within issue areas) participants identified their top priorities.

The graphs that follow indicate the number of times each theme was raised, and organizes those by Global Washington focus area.

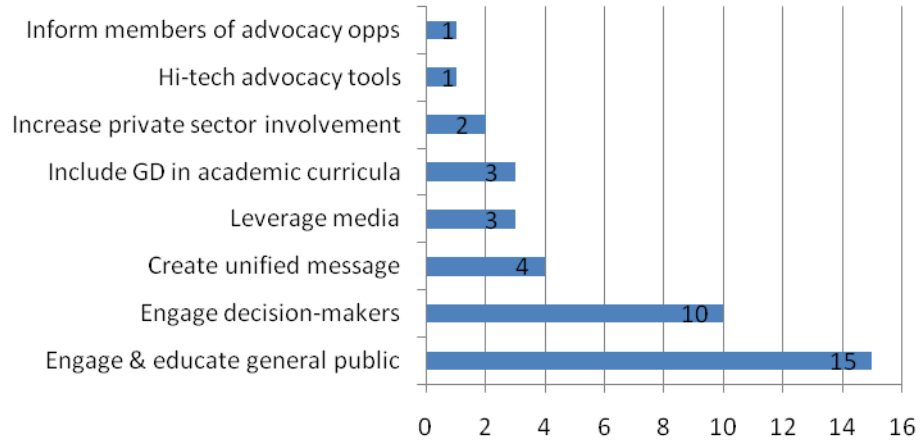
CONVENE: Mixed Groups



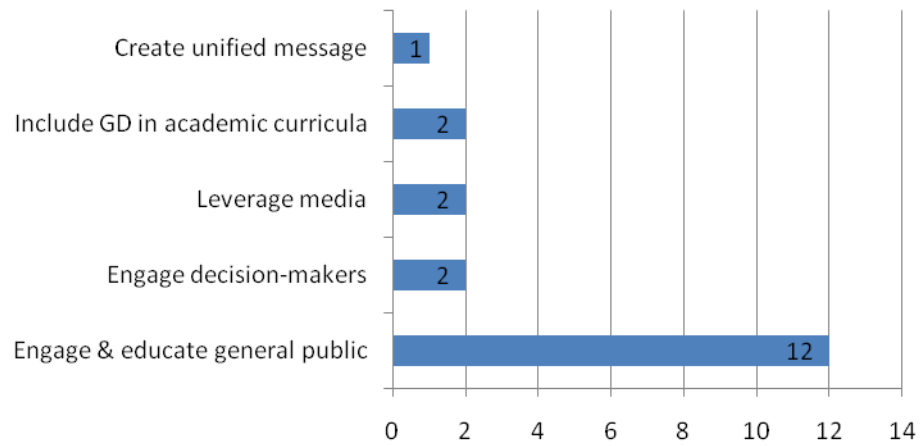
CONVENE: Issue Groups



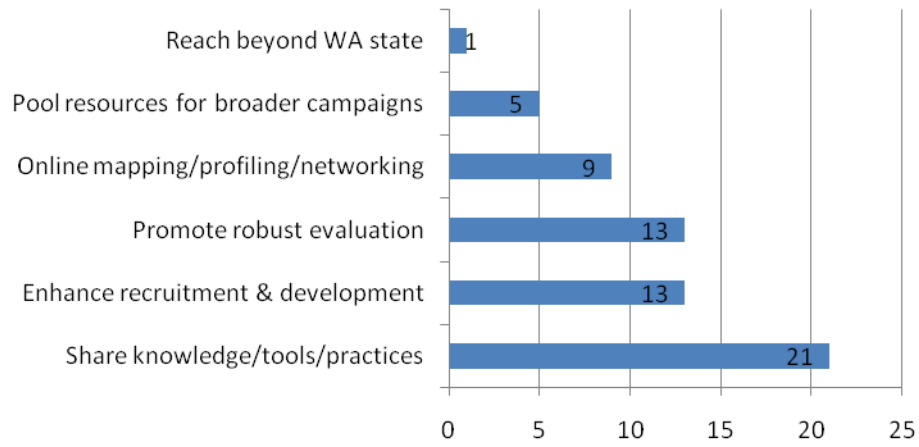
ADVOCATE: Mixed Groups



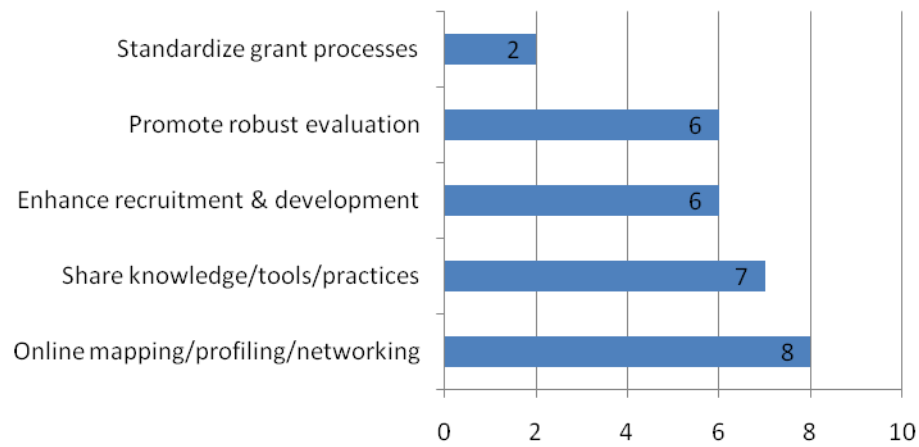
ADVOCATE: Issue Groups

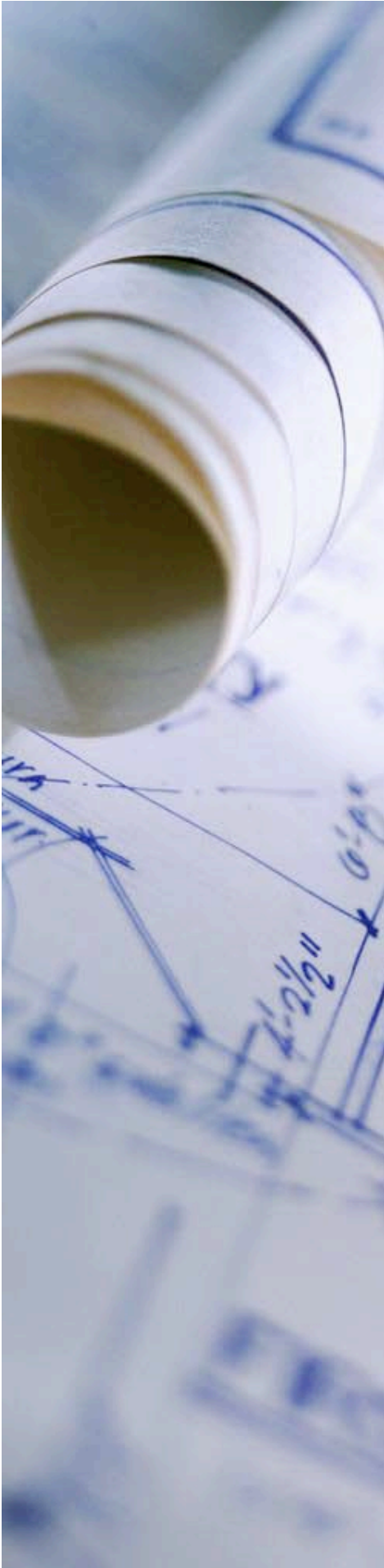


STRENGTHEN: Mixed Groups



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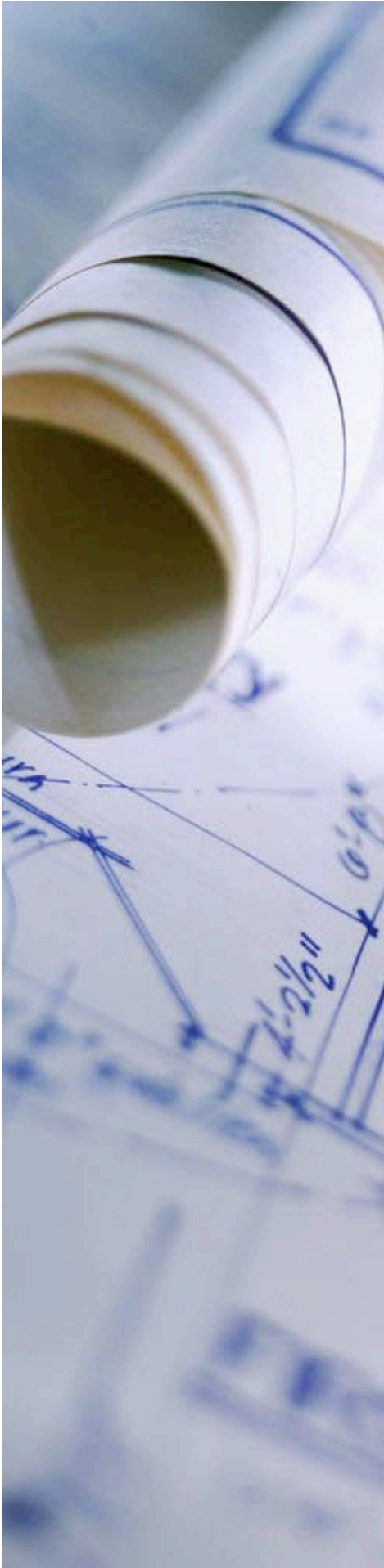


Member feedback throughout 2009

The group discussions at the conference reinforced the sector's commitment to issues that had been expressed widely across the sector throughout the preceding year.

In 2009, we discovered through our needs assessment of Washington State's global development community that there was great desire for:

- A centralized **database of funding resources, experts, issue areas, and analytics.**
- A **job bank** for posting employment and volunteer opportunities.
- A **centralized resource for sharing best practices.** Of particular interest were **metrics and evaluation tools** for programs and interventions.
- **Professional development seminars & trainings.**
- Greater **outreach to educators.**
- A **networking resource** to connect members with each other, with the general public and with key decision makers.



Integrating the year's feedback

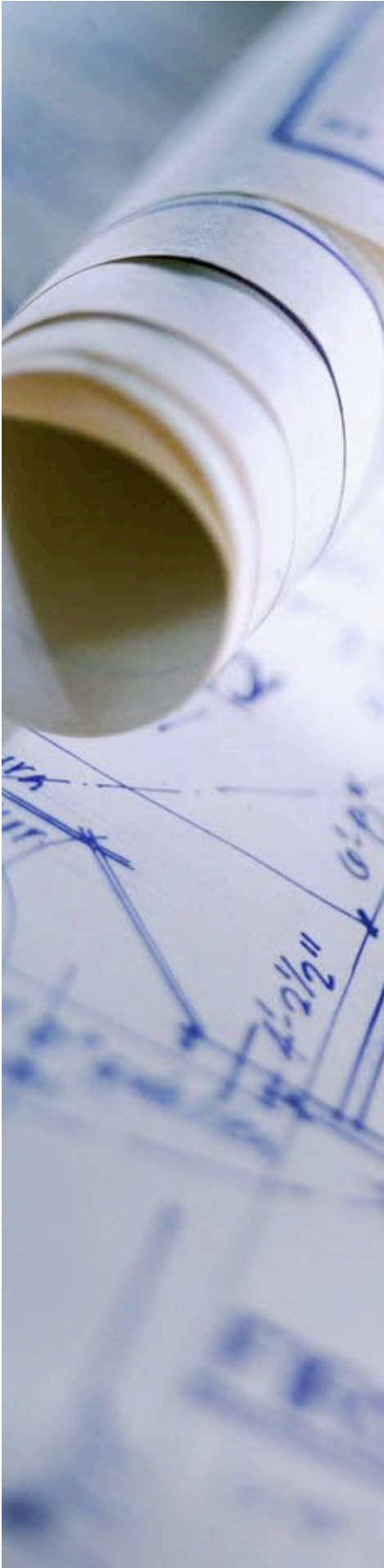
Global Washington's steering committee and staff reviewed feedback from the December 2009 conference and integrated it with the priority areas noted throughout the year. As a result, we have further focused and defined our vision and mission.

**Global Washington,
a broad-based membership
organization, strengthens,
convenes and advocates for
the global development sector
in the State of Washington.**

strengthening efforts build the global development public and private sectors capabilities for knowledge sharing, resource mobilization, professional development, communications, public awareness and organizational effectiveness in global development's public and private sectors.

convening efforts connect partners, sponsor collaborations, share and leverage resources and provide access to decision makers to support member-based programs.

advocacy efforts promote the Washington State global development sector in order to identify increased resources, to enhance the visibility of the sector with Washington State citizens and to serve as a voice for global development interests based in Washington State.



Our 2010 agenda

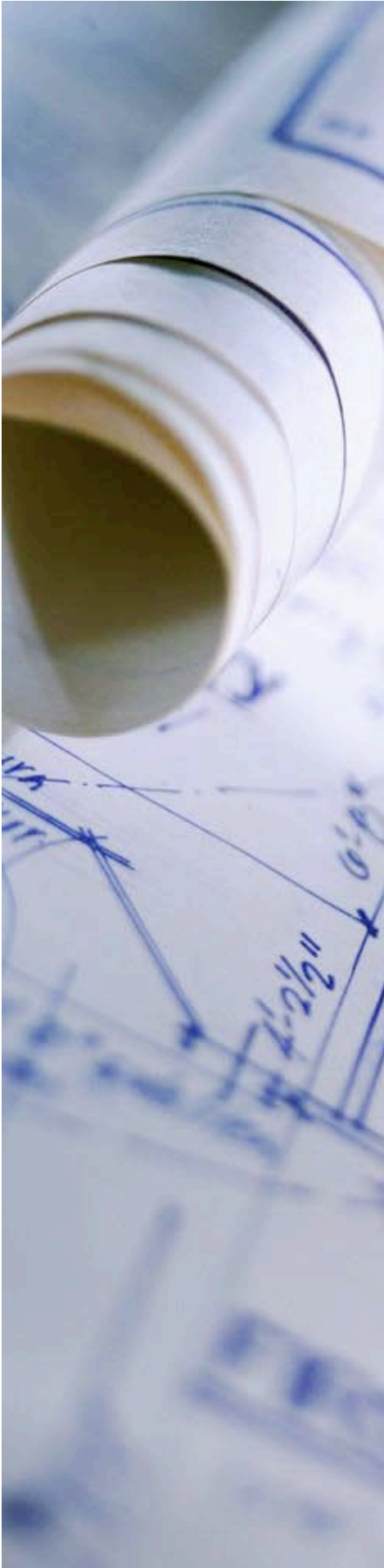
Likewise, member feedback guided a few significant Global Washington program additions, events and resources. Our work over this coming year in developing and offering these new programs will also help us operationalize all of our priority areas. Highlights include:

✓ Creation of a **Job Bank and Mapping Tool** where member organizations can post employment, project, and volunteer opportunities and where they can profile staff and projects in a way that fosters collaboration.

✓ **Global Socials**, networking events targeting specific regions and timely issues. Topics of some of the exciting socials already in the works are “Issues to tackle in the Muslim world,” Global education priorities and partnerships” and “Connecting our state to ‘the other Washington.’” A meeting with USAID.”

✓ A series of **Capacity Building Workshops** to strengthen member organizations in areas they told us were highest-priority. The series will address topics such as: monitoring and evaluation; leadership; media relations; and fundraising.

✓ Creation of an **Education Working Group** with the kind of broad representation and innovative thinking to serve as a catalyst for Washington State’s global education sector. This group will help identify priorities and goals for promising new programs and approaches. Focus areas include new avenues for educational collaboration and impact; reliable and valid metrics; and innovative global citizenship and study abroad programs.



✓ Support for the development of **Public-Private Partnerships** through facilitating the creation of guiding principles for initiation and management of public-private partnerships; providing case studies that illuminate key issues and foster critical discussion; and by coordinating town hall meetings and roundtables with USAID and Washington State organizations and businesses.

✓ **Promotion of Member Organizations** through a variety of media in order to publicize their accomplishments and expertise. These efforts will include: increasing connections between member organizations and the media through events, databases, broadcast sponsorships and enhanced capabilities of *Global Washington Connects*; featuring member organizations through print and digital media and via a Speakers Forum; and building relationships with Results, Interaction and the ONE Campaign.

✓ **Enhancing Policy and Public Awareness** through creation and dissemination of whitepapers and briefings with policymakers; polling of Washington State residents regarding global development; public awareness campaigns that educate and engage Washington residents in global development and its importance.