

# CCIC MEMBERSHIP STRATEGY

## CCIC's MISSION

The Canadian Council for International Co-operation is a coalition of Canadian voluntary sector organizations working globally to achieve sustainable human development. CCIC seeks to end global poverty, and to promote social justice and human dignity for all.

## PROGRAM GOAL

To promote and strengthen the role of civil society in efforts to end global poverty and injustice.

## MEMBERSHIP STRATEGY<sup>1</sup>

To strengthen the voice and capacity of the membership, CCIC's strategy has five components:

### 1. Membership Growth and Outreach

- Attracting and retaining as members the most relevant international civil society actors in Canada. Number and relevance matters.
- Maintaining relations with member organizations and offering them opportunities to influence and participate in CCIC's program.
- Providing leadership and support to members' collective efforts.
- Providing timely research and analysis, opportunities for networking, information sharing and capacity building.

### 2. Working in Collaboration

Providing opportunities for collaboration and concerted action on issues of strategic significance and interest for the membership in the following program areas:

- Policy (aid, trade, peace and conflict, regional working groups).
- Organizational development (ethics, public engagement, policy capacity).
- Key operational issues (mainly related to CIDA's funding and accountability practices).
- Communications and government relations.

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<sup>1</sup> The term strategy applies to how the Council defines its position and purpose in relation to its membership and the environment in which it works. It is the middle ground between the mission and the program plans as it relates to the membership and the methods it uses to accomplish its mission. (adapted from *Managing for Change. Leadership, Strategy and Management in Asian NGOs*. Ian Smillie and John Hailey, 2001)

### **3. Profiling and Positioning of the Sector**

Profiling the contribution of the sector and positioning the sector's policy perspectives with government officials, MPs and the media.

### **4. Capacity Building and Learning**

Offering learning opportunities and tools and using methods such as "learning by doing" and "communities of practice" on policy, ethics, government relations and public engagement.

### **5. Building Alliances with Others**

Working in coalition with like-minded organizations, social movements, the Canadian voluntary sector and linking with appropriate southern civil society organizations and networks to advance the sector's goals.

**Adopted by the Board of Directors  
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