



## Thinking Strategically: Developing (and Growing) Your Ally Strategy

### Session Description:

The concept of ally engagement in the workplace has become a core tenet of inclusion programs. Still, “engaging allies” is easier said than effectively done. In this session—*designed for network group leaders and advocates*—we’ll discuss the path that led PFLAG National to develop its ally-engagement strategy, share key lessons about real inclusion and engagement learned along the way, and focus on turning a theory of change into an effective program. Then participants will be led through activities to develop (and fine tune) their ally-engagement strategies to ensure that the work is intentional, focused, intersectional, and effective. People will leave with a blueprint for opening hearts and changing minds at work.

### Content Overview:

Engaging visible, vocal, and active allies is easier said than effectively done. Leveraging PFLAG’s 50 years of experience as the nation’s original ally organization, this session will:

- Provide an overview of how PFLAG developed our ally engagement strategy and some of the choices that were made to create the Straight for Equality program.
- Discuss how ally engagement strategies have changed in recent years and how that should influence programming and strategies
- Ask participants to go through a strategizing activity to clarify their expectations of allies, consider their needs, and identify programming goals
- Fine-tune ally-focused programs and find ways to make them work intersectionally

<b>Session Length:</b>	90 minutes (in-person or hybrid), 60 minutes (online only)
<b>Target Audience:</b>	Network group leaders and advocates
<b>Participant Materials:</b>	Online resource page
<b>Additional Information:</b>	For in-person sessions, this workshop is only available in a 90-minute format.  This learning session is most effective when offered as a cross-network learning experience, focused on defining allyship across different diversity dimensions.

For more information on this session, contact Mackenzie Harte (they/them), Learning & Inclusion Coordinator, by e-mailing [mharte@pflag.org](mailto:mharte@pflag.org) or calling (202) 467-5411.

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