

## Convening Design Blueprint

The Convenings & Networks team at the Rockefeller Foundation is excited to support your convening(s). We believe that convening is most successful when done with purpose. A great convening becomes possible when we're clear on the key rationale for bringing a particular group of people together, at a particular moment in time, to accomplish something concrete.

This document will walk you through a series of questions to support you in clarifying and capturing the tenets of your convening. These questions intentionally explore your purpose and desired outcome from a variety of angles. We'll refer back to these details regularly throughout the design process.

We encourage you to use the online version of the form available at <https://forms.gle/diK4cyhv3i6dZfr69>. If you are unable to do so, please share your response via email with Marlee Margolin ([mmargolin@rockfound.org](mailto:mmargolin@rockfound.org)).

**First, what's your name?**

Click or tap here to enter text.

**What organization are you representing?**

Click or tap here to enter text.

### **Convening Purpose and Outcomes**

The next set of questions is intended to sharpen your convening's purpose and to shape an experience that results in optimal outcomes.

**Let's start by further refining the purpose you shared in your initial application... If you were drafting an invitation, how would you describe the purpose of the convening to the invitees, ideally in 1-2 sentences? What is the headline reason for this convening?**

Click or tap here to enter text.

**At The Rockefeller Foundation, we often think of convenings in these different typologies. Which of the following best fits?**

- Map a Landscape: Bring together diverse stakeholders to uncover the nature of a problem or opportunity that is impossible to understand fully from any one perspective.
- Forge Alliances: Bring together groups or individuals to build relationships, consensus, and collaboration necessary to address a problem or opportunity.
- Discover a Pathway Forward: Enable committed actors to consider a clear challenge or opportunity and decide how to address it.
- Accelerate Action: Seize the moment for change by bringing together well positioned groups and individuals to develop a plan to accelerate action.

**If you were to overhear participants sharing \*3 key takeaways\*, what are the 3 messages you hope they would say?**

Click or tap here to enter text.

**Participant experience is captured by the feelings and the sentiments that people feel and express during and after a convening. What do you think this convening should feel like for participants?**

- Inspiring: An opportunity to learn about possibilities and innovations
- Challenging: An opportunity to think deeply
- Collaborative: An opportunity to engage directly with others
- Empowering: An opportunity to access support and resources
- Joyful: An opportunity to celebrate progress and focus on wins
- Creative: An opportunity to brainstorm, share ideas, think differently

### **Convening Participants and Roles**

The following set of questions will help us understand the relational dynamics between your convening participants and enable us to guide you in ensuring a successful mix.

**Do the majority of the expected participants know one another already?**

- Yes
- No

**What existing relationship dynamics do you expect might influence the dialogue at your convening?  
Are there any strong relationships that might influence the behavior of participants?**

Click or tap here to enter text.

**Are there any existing patterns in how these participants convene? How do they typically engage?**

For example: The participants are primarily academics who typically present their work at conferences. They are government officials accustomed to following predetermined protocols.

Click or tap here to enter text.

**You shared the kinds of participants and organizations that you hope will attend in your initial application. What "roles" do you expect each one will play at your convening?**

For example: people/organizations with divergent perspectives to push your thinking, people/organizations with whom you would like to collaborate, people organizations from whom you can learn and/or the "roles" they will play (e.g., prospective funder, technical expert, divergent perspectives)

Click or tap here to enter text.

**Who will facilitate your convening?**

Will you hire an independent professional facilitator? Invite an attendee with subject matter expertise to lead the conversation? Facilitate yourself as the organizer(s)? Please share any initial thinking.

Click or tap here to enter text.

**What do attendees need to know or understand prior to the convening? How might they need to prepare to get the most out of their time in person?**

If any plans exist already to communicate pre-convening information and or advanced preparation, please include them here as well.

Click or tap here to enter text.

**What expertise, perspectives, or opinions do proposed attendees bring on the topics that will be discussed at your convening?**

Click or tap here to enter text.

**What specific actions do you envision participants taking following the convening? Please segment by the participant roles described above, as needed (e.g., experts will implement, funders will make a commitment)**

Click or tap here to enter text.

### **Final Reflection**

One last question that will inform our next conversation with you.

**How did completing this blueprint shift your thinking about the convening, either in terms of the agenda or the participants you plan to invite?**

Click or tap here to enter text.

Don't forget to share your response via email with Marlee Margolin ([mmargolin@rockfound.org](mailto:mmargolin@rockfound.org)).