



Session Three

Achieving Scale through Alliances and Networks

Advocacy and Communication

Former Vice President for Strategic Alliances for Habitat for Humanity International shares how to achieve scale by forming key alliances and using networks even with organizations who may be seen as competitors. Identifying key allies and following a due diligence process with example tools provided will enhance this presentation experience.

Martin J. Kooistra, Chief Executive Officer, Habitat for Humanity – Seattle/South King County, has been working in various capacities with Habitat for Humanity for more than 20 years. He accepted the position as CEO of Habitat’s Seattle/South King County affiliate in August 2008. Marty holds a Bachelor’s degree in Social Work from Dordt College. He grew up in a small town in Iowa and owned his own successful construction company before deciding to dedicate his life to promoting social justice and reducing poverty.