

Organizing and Outreach Tips for a Successful Coalition

Have individual meetings or calls with all members of the coalition - or some highly targeted subset of members.

- Use the meeting/call to hear from them about what they're thinking, their concerns,
- Discuss ways you can be working better together.

Develop working groups as part of your coalition so that people can get involved in the issues they care about most.

- Establish a firm purpose/mission for each working group – why are we here (develop it by consensus).
- If possibly, have end dates or very concrete tasks to accomplish.
- Make sure that one person from your organization, or a very bought-in coalition member, participates in each working group meeting.

Meet regularly with 2 to 5 of your closest coalition partners and develop 'champions' among them.

- Ask them to help in taking the lead on certain tasks/initiatives.
- Prepare them to stand up for you (the lead org) when others are being critical.

Try to provide resources, ideas, materials, samples, etc. to coalition members to assist them in their own work.

- Don't always ask for things, offer them as well.
- Be a resource to your members.

Make sure there is one point of contact within your organization that coalition members can reach out to.

- Even if that person can't answer all questions, they should internally pass the question around and get back to the coalition partner.
- Be an asset to your members.