

Coalition Building



Reclaiming Our Power
for Radical Change



Community Agreements

- **RESPECT** each other
- **WELCOME** all experiences into the space
- **ENGAGE** in a way that works for you
- **EMBRACE** principles of diplomacy
- **SHARE**(but you can always pass)

What is a coalition?

- **Quick Definition:**
- *A coalition is a group of groups or a collection of organizations united around a common goal.*

Why build a coalition?

- Multiple perspectives
- Shared strategy
- Thoughtful use of resources



Coalition Pitfalls

- Hard
- Slow
- Require great TRUST



Our past experience

Do Now Exercise

- Take 2 mins to share your experience working with and in coalitions?
- What have been some highlights?
- What has been some low points?

How are coalitions fairly, efficiently, and successfully built and managed?

- *Get the right people involved EARLY*
- *Understand why people are at the table*
- *Trust takes time*
- *Mistakes & Failure –are part of coalition building*

Relationships Are Hard!

Relationships + Time =
TRUST



What Do They Bring to the Table?

- Each coalition partner needs to bring something:
 - Time
 - Capacity
 - Money

Should Your Organization Join?

- Is joining in the organization's interest:
 - Is it aligned with our mission?
 - Will it raise our public profile?
 - Will it excite and grow our donor base?
 - Will it excite and build our membership?

Every Partner Has A Role

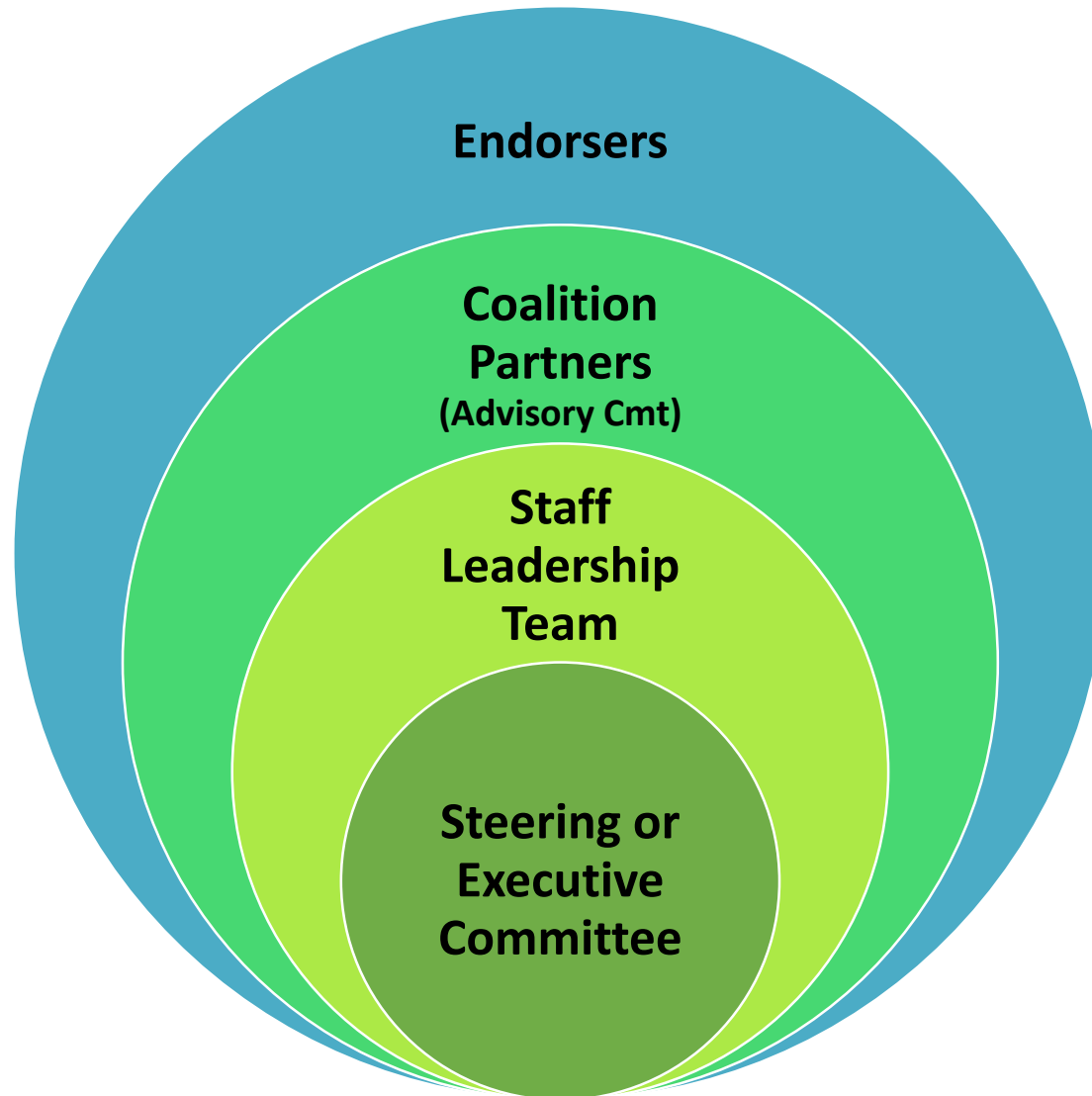
- Issue Expertise
- Funding
- People Power
- Community Representation
- Trusted Messenger



Structure & Management

- Who sets the agenda? Who runs the meetings?
- Who decides what the coalition will focus on?
- How are decisions made?
- How often do you meet? Who meets?
- How do you join the coalition? Who decides?
- Who pays for the coalition?
- Where are the meetings held? When?
- How is data collected and lists shared?
- Who speaks on behalf of the coalition?
- What happens if coalition partners interests clash?

Effective Coalition Campaign Structure



Two Guiding Rules

1. Thoughtful assessment of who sits on your steering committee, and what they have to do to get there, is essential.
2. Start early, build your coalition strategically and transparently with clear roles, expectations, and accountability for partners.

Effective Decision-Making

Steering Committee	Staff Leadership	Coalition Partners	Endorsers
<ul style="list-style-type: none">• Set overall strategy• Set budget and budget oversight• Hire campaign manager• Approve campaign plan• Align partner work• Advise campaign team	<ul style="list-style-type: none">• Write campaign plan• Daily operation & implementation of strategy• Manage coalition committees and relationships	<ul style="list-style-type: none">• Provide regular formal input on campaign message, strategy and progress	<ul style="list-style-type: none">• Advisory and generally ad hoc

Accountability Structures

Create an environment that fosters accountability amongst coalition

- Trust
- Buy-in
- Structure



Coalition Kinks



Group Exercise: What is your “coalition kink”?

Take 3 min:

- Reflect on your own coalition work. Write about your “coalition kink”.

“Coalition kink” Share

Share – 5 min

- Share your “coalition kink” with your breakout group.

“Unkinking”

Small Group Troubleshooting– 10 min

- Choose one “coalition kink” & brainstorm unkinking strategies

Group Exercise Debrief

What was the kink?

- Is there something you learned?
- Did anything surprise you?
- Did any additional questions surface?

Next Training

Coalition Building

**Wednesday, December 19, 2018 at
12pm EST**

If you have any questions please
reach out to Celina Stewart at
cstewart@lwv.org