Coalition Building
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

- Endorsers
- Coalition Partners (Advisory Cmt)
- Staff Leadership Team
- Steering or Executive Committee
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

<table>
<thead>
<tr>
<th><strong>Steering Committee</strong></th>
<th><strong>Staff Leadership</strong></th>
<th><strong>Coalition Partners</strong></th>
<th><strong>Endorsers</strong></th>
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</thead>
<tbody>
<tr>
<td>Set overall strategy</td>
<td>Write campaign plan</td>
<td>Provide regular formal input on campaign message, strategy and progress</td>
<td>Advisory and generally ad hoc</td>
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<td>Set budget and budget oversight</td>
<td>Daily operation &amp; implementation of strategy</td>
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<td>Hire campaign manager</td>
<td>Manage coalition committees and relationships</td>
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<td>Approve campaign plan</td>
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<td>Align partner work</td>
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<td>Advise campaign team</td>
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(LWV) Reclaiming Our Power for Radical Change
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