



Building an Effective Coalition

The work of policy change is almost always more than any one organization can do alone. **Coalitions are vehicles to wield greater power** (more people, more money) to accomplish a policy goal or objective.



Coalitions have four critical components

- Comprised of independent groups.
- They form around a common purpose.
- They are time-bound.
- They are action-based.





**What
makes a
coalition
effective?**

Effective Coalitions

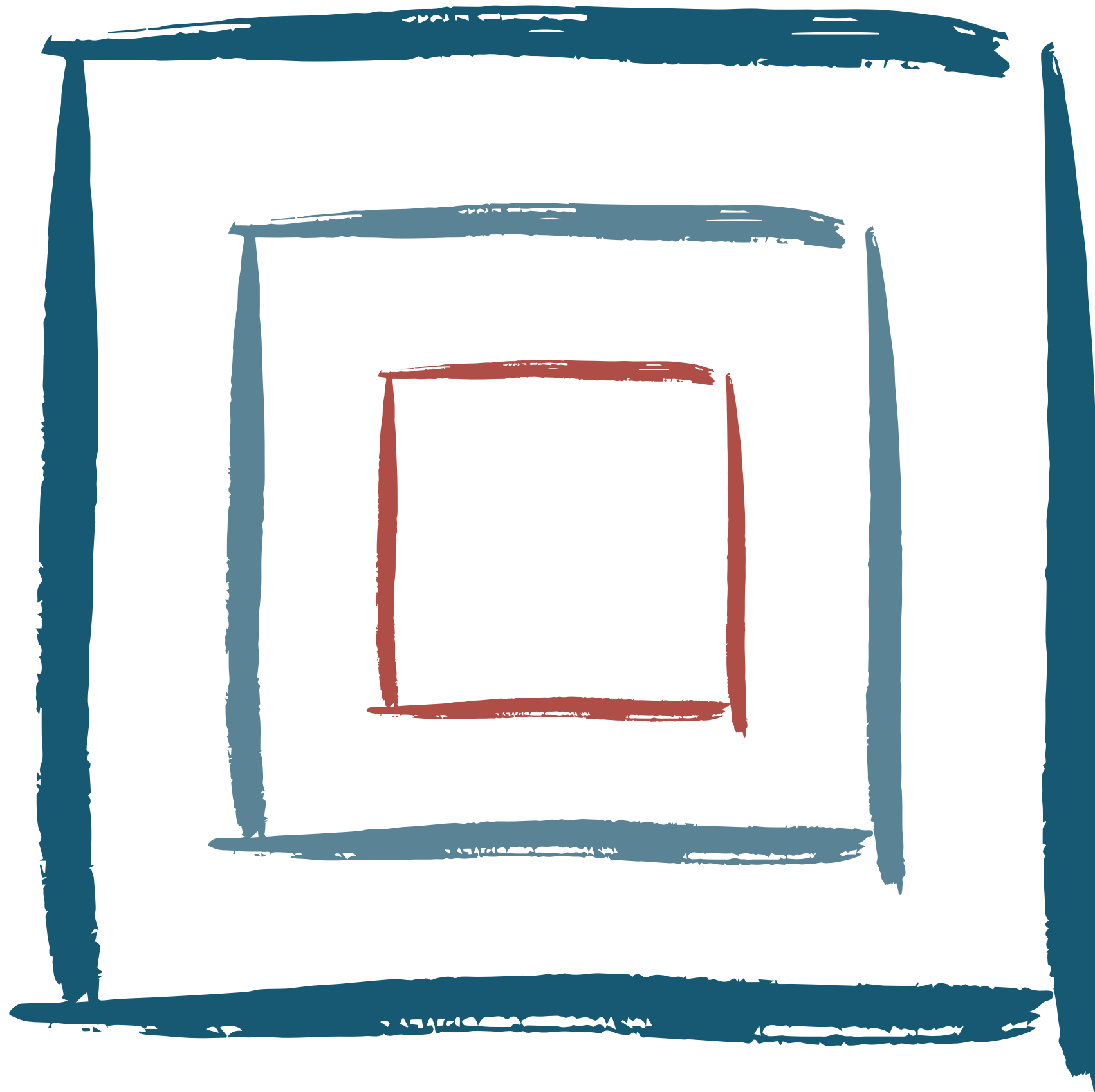
- ✓ They have a **clear goal** or campaign.
- ✓ They have a **strategy** that guides the work and moves them forward.
 - ✓ They have milestones & deadlines.
 - ✓ They take collective action that move the work forward.
- ✓ There is proportional **ownership**.
 - ✓ Clear anchor. Varying investment and capacity.
- ✓ Clear **accountability**.
- ✓ Group **skill aligns** with goals and strategy.

Ineffective groups that *(sometimes)* meet

- ✗ Broad problem with a poorly defined solution or goal.
- ✗ No clear path to success or no agreed upon strategy for how to advance.
- ✗ Unclear timeline for actions or goal completion.
- ✗ One or two people do all of the work.
- ✗ No accountability: Missed goals and deadlines with no communication or follow-up.
- ✗ Passionate people who lack the skills to achieve the goal.



**Who should be at
which table?**



ALL POTENTIAL PARTNERS

These are organizations that also want to solve the problem you are working to solve.

POLICY & STRATEGY ALIGNED PARTNERS

These are partners who agree with the path you have chose to advance change.

CORE COALITION

These are partners who are both strategy aligned and have the skills and capacity to help carry the load.

