

CHARACTERISTICS OF EFFECTIVE COALITIONS

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.

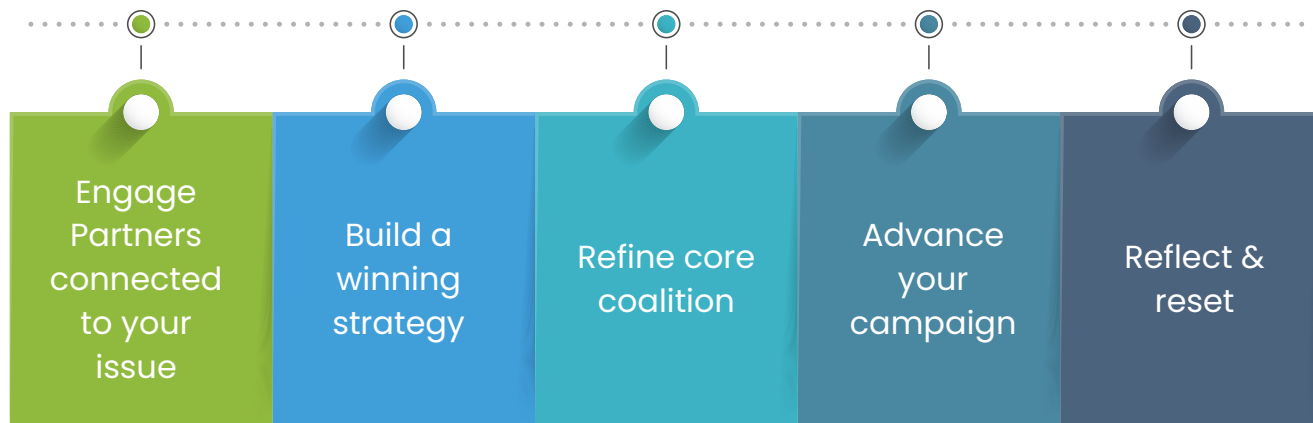
Building an effective coalition requires doing more than just bring together leaders who care about the problem you are trying to solve. The most effective coalitions possess a set of characteristics that position them for success, cohesion, and impact. Use the below checklist to assess where your group is.

Coalition Checklist

- ☐ Do we have a **clear policy and campaign goal**?
- ☐ Do we have a **strategy** that will guide how we move the work forward?
 - ☐ Does our strategy have milestones and time frames for action?
 - ☐ Does our strategy enable us to take action together toward our goal?
- ☐ Is there proportional **ownership** (relative to org capacity and interest)?
 - ☐ Do we have meaningful buy-in from all core coalition partners?
 - ☐ Are partners willing to contribute organizational resources (staff time and money) toward our coalition goal?
- ☐ Is there shared **accountability** among the group?
- ☐ Do the **skills of the group match the goal** we are working to advance?

PHASES OF A COALITION

Coalitions are only effective when they have clear, actionable, campaign bound goals. When they cease to have a clear purpose, they become nothing more than a passionate group that meets regularly. The below chart outline phases of coalition work. Where is your group right now?



BUILDING YOUR CORE COALITION

ALL POTENTIAL PARTNERS

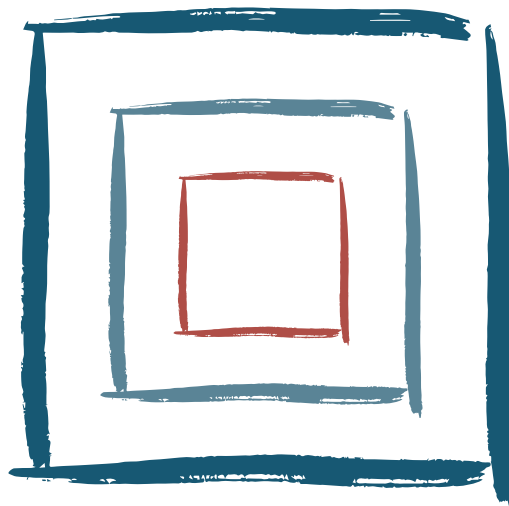
These are organizations that also want to solve the problem you are working to solve.

STRATEGY ALIGNED PARTNERS

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

CORE COALITION

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



WHO IS IN YOUR COALITION?

