



**Creating a strong  
coalition foundation  
in order to recruit  
and retain members**

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**If you build it, they will come!**

# Welcome!

Today we are going to:

**Keep It Simple!**

Have rich discussion  
and learn from others

Interact and engage in  
capacity building strategies  
and utilizing tools.





# Objectives

**Goal for today – Leave this session with at least 1 new strategy you can implement in you coalition in the next 30 days and 1 long term strategy to work on.**

Understand the FOUNDATIONAL pieces of a coalition:

- Build and retain members in 12+ community sectors
- Create consistency and trust
- Increase training, awareness, and education
- Enhance leadership
- Organize efforts



# WHY COALITIONS?



A community coalition is a group of individuals representing many organizations who agree to work together to achieve a common goal:

- **Human Resources:** Lead agency, staff, members & leaders
- **Structural & Procedural Resources**
- **Financial Resources** – grants, contracts & fund-raising (donations)

- **Broad-based population change**
- **Efficient use of resources**
- **Break down silos (prevention - recovery)**
- **Empower citizens**
- **Give ownership**
- **Community involvement**
- **Eliminate duplication of efforts**
- **Resilient to funding changes**

## **Coalition Structures:**

- **Vision, Mission & Goals Statements**
- **Roles & Job Descriptions**
- **Organizational Charts**
- **Steering or Executive Committees**
- **Work Groups & Task Groups**
- **Bylaws & Guidelines**
- **Meetings**
- **Documents (agenda, minutes, rosters)**
- **Communication channels**

***RESEARCH SHOWS THEY WORK!!***



# What is Capacity?

**Capacity Building is:** “Increasing the ability and skills of individuals, groups and organizations to plan, undertake and manage initiatives. The approach also enhances the ability of those individuals, groups and organizations to deal with future issues or problems. (CADCA primer)

DO WE HAVE THE  
RIGHT PEOPLE AND  
PARTNERSHIPS TO  
DO THE WORK?

DO WE HAVE  
THE RESOURCES  
TO DO THE  
WORK?

Capacity Building is  
NOT... Asking people  
to come to a meeting  
and eating pizza!





# ACTIVITY TIME

What **SUCCESSES** have you had in building capacity in your coalition?

What **CHALLENGES** have you had in building capacity in your coalition?

# BUILD COALITION MEMBERSHIP



*IT'S ALL ABOUT RELATIONSHIPS*



YouTube - <https://www.youtube.com/watch?v=R0V0SYPcvc0>



# BUILD COALITION MEMBERSHIP

## Recruit and engage new members:

1. Prioritize individuals and organizations to be recruited that best meet the coalition needs.
2. Identify – How they can contribute and their WIFM – how they will benefit from joining.
3. Who should invite them?

## Preparing to ask the individual to join the coalition:

1. Prepare talking points
2. Identify an “influencer or champion” to go with you
3. Clarify expectations & provide options for their involvement. Ask them what they want to learn.
4. Describe the WIFM
5. Anticipate their objections

**Why is it important to clearly identify a role for volunteers?**

**How do you equip them for their role?**



No  
Just means  
“Not Right Now”



# ACTIVITY TIME

**Write down 3 people** you plan to invite to join you at your next coalition meeting?

Who should invite them?

WIIFM?

Why do you need them to join?

Anticipate objections.

# RETAIN COALITION MEMBERS

- New member orientation and packet
- Determine their level of involvement and skills
- Engage them in a task right away! Something simple.
- Ask them what they are passionate about.
- Ask them what they want to learn about.
- CELEBRATE your members and their accomplishments both in the coalition and personally! Do you recognize birthdays?





# New Member/Member Orientation Packet

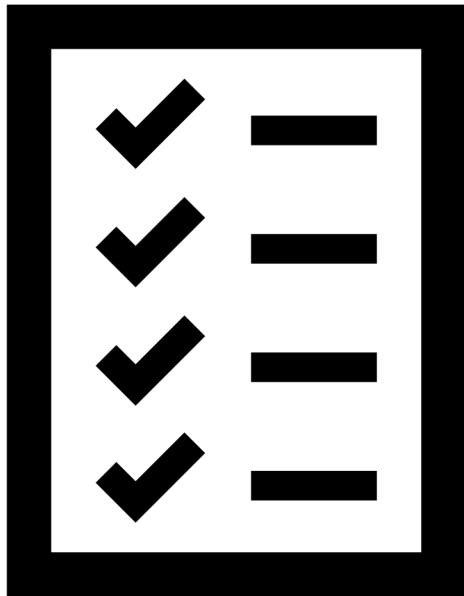
• Coalition History and Purpose	• Communities That Care Data Fact Sheet
• Coalition Vision, Mission and Goals	• Future Plans, Formal Action Plan
• Meeting dates and times/Events Calendar	• Minutes of recent coalition meetings
• Organizational Chart	• Coalition accomplishments
• Bylaws/Coalition Guidelines or Principles	• Logic Model
• Roster of Members, Board	• Newspaper Articles or Success Stories
• Steering Committee and Work Group Members	• General Information on the Strategic Prevention Framework
• Listing and Description of Committees and/or Work Groups	• Sample Coalition Product (Educational or advocacy tool)
• New Member Assessment/Questionnaire	• Sector Representative MOU
• Intended Outcomes	• Evidence-Based Strategies, Programs

## Ways to utilize your New Member Orientation Packet:

- Orientation meeting with new coalition members
- Community Stakeholder one-on-one meetings
- Community Awareness Tool
- Re-engage “lost” members, re-recruit
- Initiate a conversation with potential members that coalition work is an active process, and that all members are expected to contribute through a work group or committee.
- Talk about the new member’s skills and interests, and how that might fit into the larger work of the coalition.







Butterfoss, F. D., &  
Minkler, M. (2013). *Ignite!:*  
*Getting your community*  
*coalition "fired up" for*  
*change*. AuthorHouse.

TOOL 12: Coalition Meeting Checkup		Yes	No
✓	Members feel that our meetings are a good investment of their time.	<input type="checkbox"/>	<input type="checkbox"/>
✓	We usually stay on track during our meetings.	<input type="checkbox"/>	<input type="checkbox"/>
✓	Member participation is usually balanced.	<input type="checkbox"/>	<input type="checkbox"/>
✓	Our meetings are usually well facilitated.	<input type="checkbox"/>	<input type="checkbox"/>
✓	Meetings usually begin and end on time.	<input type="checkbox"/>	<input type="checkbox"/>
✓	Members share responsibility to ensure meetings are effective.	<input type="checkbox"/>	<input type="checkbox"/>
✓	We consistently accomplish meeting objectives.	<input type="checkbox"/>	<input type="checkbox"/>
✓	We regularly evaluate what is and isn't working.	<input type="checkbox"/>	<input type="checkbox"/>
✓	Our meetings are not interrupted by phones, people coming and going, etc.	<input type="checkbox"/>	<input type="checkbox"/>
✓	At meeting's end, members take responsibility for action items.	<input type="checkbox"/>	<input type="checkbox"/>

# Solutions to common coalition challenges

## Lack of Focus or Direction

- Clarify vision, mission and goals
- Develop an action plan
- Monitor progress

## Unequal sharing of responsibility

- Develop written roles and responsibilities for leaders and members
- Review action steps at start and end of each meeting.
- Orient and train members on delegation and team building

## Ineffective communication

- Promptly distribute meeting minutes
- Send monthly e-newsletters
- Develop/distribute 1-page organizational message
- Hold annual event to recap progress and goals





# Solutions to common coalition challenges

## Ineffective coalition structure or function

- Conduct strategic planning to realign mission and goals
- Commit to effective meetings and reporting
- Build an organizational chart
- Have veteran leaders and members mentor new ones

## Time and loyalty conflicts

- Use surveys and discussions to find the best meeting times and fit.
- Conduct annual review of member roles or MOUs (if applicable)
- Follow-up with those not in attendance to help finish tasks

## Lack of outcomes

- Develop logic model, action plan and evaluation plan
- Collect data and monitor outcomes to hold coalition accountable and align efforts
- Broadcast successes to coalition, community



# ORGANIZING THE COALITION

## Creating Action Oriented Meetings

- Start meeting on time; fun introductions
- Ensure quorum (if required)
- Review agenda and revise, if necessary
- Keep discussion focused on agenda items
- Encourage full participation
- Help group come to decisions and summarize them
- Agree on action items, point person, what needs to be done/when
- Draft rough agenda for next meeting(s)
- Evaluate the meeting

**Provide a resource, tool or education at every meeting!**

**Don't forget to: HAVE FUN, celebrate successes, and recognize volunteers**



# SAMPLE Agenda



## Meeting Review:

- What went well?
- What needed to be improved?

Topic	Time	Who	Actions / Decisions	Notes
<u>1. Welcome/Introductions</u>	10 min	Sue	Welcome new members and share welcome packet	
<u>Overview</u>	10 min	Sharon and Juan	<ul style="list-style-type: none"> <li>• Share brief history, mission and objectives of XYZ Coalition</li> <li>• Share strategies that relate to partnering with the other stakeholders to achieve shared goals.</li> </ul>	
<u>Stakeholder or Organization Presentation</u>	10 min	Sam and stakeholder or group reps.	<ul style="list-style-type: none"> <li>• Learn about stakeholder or group, including membership, approach and goals and activities</li> <li>• Identify opportunities for increase collaboration to achieve shared goals</li> </ul>	
<u>Review Capacity Building Checklist and prioritize actions in each focus area</u>	40 min	Sue	<ul style="list-style-type: none"> <li>• Review checklist</li> <li>• Discuss missing areas and prioritize their need</li> <li>• Prioritize items under each focus area</li> </ul>	
<u>Updates and Next Steps</u>	20 min		<ul style="list-style-type: none"> <li>• Update on past agenda items</li> <li>• Space for any committee or workgroup reports</li> <li>• Identify action items for next steps</li> </ul>	
Next Meeting: Sept. 26, 2022 @ 2:00 – Library				

# Resources

DCCCA Capacity Building Packet for Grantees

DCCCA Coalition Development Guide (Starting a new coalition or strengthening an existing one)

“Effective Coalition Meetings” – Document from the Kansas Prevention Collaborative.

Butterfoss, F. D., & Minkler, M. (2013). *Ignite!: Getting your community coalition “fired up” for change*. AuthorHouse.

<https://www.youtube.com/watch?v=R0V0SYPcvc0>



**Getting Your Community  
Coalition “Fired Up”  
for Change**

**Frances Dunn Butterfoss**

Foreword by  
Meredith Minkler





