



# Steps Of Coalition Building



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“...Americans are a peculiar people...If, in a local community, a citizen becomes aware of a human need that is not met, he thereupon discusses the situation with his neighbors. Suddenly a committee comes into existence. The committee thereupon begins to operate on behalf of the need, and a new community function is established. It is like watching a miracle.”

Alexis de Tocqueville

## *COALITION: WHAT IS IT????*

- Union of organizations and individuals working to influence outcomes on a specific problem
  - Accomplish a broad range of goals that reach beyond the capacity of any individual member organization.
  - Effective means of achieving a coordinated approach
    - ▶ Information sharing
    - ▶ Coordination of services
    - ▶ Community education
    - ▶ Advocacy

## *Conditions have to be Ripe*

- There has to be an issue
- Potential members have to share a belief that they can achieve success through building a coalition.
- There must be an understanding that the action taken has to be jointly performed.





The Housing Roundtable is composed of dedicated professionals from the Public, private, and non-profit sectors, including Tidewater Builder Association, Empower Hampton Roads, Virginia Beach Community Development Corporation, Faith Works Coalition, the City of Virginia Beach Department of Housing & Neighborhood Preservation and many others.

The Housing Roundtables guiding purpose is to encourage and help implement the development of workforce housing throughout the City of Virginia Beach.

[http://www.youtube.com/watch?feature=player\\_detailpage&v=zYHz9ma\\_wg](http://www.youtube.com/watch?feature=player_detailpage&v=zYHz9ma_wg)

## *Advantages of a Coalition*

- Coalitions can:
  - Conserve resources
  - Achieve more widespread reach in a community
  - Accomplish broad objectives
  - Have greater credibility
  - Provide a forum for sharing
  - Foster collaboration between organizations

## *Eight Steps to Building an Effective Coalition*

- Step 1. Analyze the program's objectives and determine whether to form a coalition
- Step 2. Recruit the right people
- Step 3. Devise a set of preliminary objectives and activities
- Step 4. Convene the coalition
- Step 5. Anticipate the necessary resources
- Step 6. Define elements of a successful coalition structure
- Step 7. Maintain coalition vitality
- Step 8. Make improvements through evaluation

*Step 1. Analyze the program's objectives and determine whether to form a coalition.*

- Lead agency is identified
- Identify what the group would accomplish and the scope of activities
- Direction will be driven by:
  - The vision
  - Interests
  - Likelihood of success
  - Composition and interests of the members
- Assess community strengths and weaknesses



## *Step 2. Recruit the right people.*

- Member organizations
- Individual members
- Competitor and adversaries
- Organizational representatives
- Membership size

*Step 3. Devise a set of preliminary objectives and activities.*

- Mission and Vision
- Immediate and long term objectives
- Variety of well-defined activities
  - Meet needs of participating organizations
  - Short term successes
  - Information sharing
- Find out why groups decline to participate

## *Step 4. Convene the coalition.*

- Meeting with potential members
- Clearly define the issue and purpose
- Strong proposal for the structure
  - Provide data/stories that will demonstrate need to take action
- Identify what is currently going on to address issue
- Present the resources that are available that may impact the issue
- Discuss the need for additional groups to be at the table

## *Step 5. Anticipate the necessary resources.*

- Lead agency provides most of the staff time
- Recognize the time commitment from participants
- Other sources:
  - Students
  - Foundations
  - Local service clubs
  - Grants

*Step 6. Define elements of a successful coalition structure.*

- Life expectancy of the coalition
- Meeting location, frequency, and length
- Membership parameters
- Meeting structure

## *Step 7. Maintain coalition vitality.*

- Addressing coalition difficulties
- Sharing power and leadership
- Recruiting and involving new members
- Bring challenging and exciting new issues to the group
- Celebrating and sharing success
- Be aware of warning signs of coalition failure

Lack of process toward goals

Inadequate Planning



COALITION FAILURE

Inability to compromise

Lack of strong leadership

Loss Of Membership

Loss of direction

## *Step 8. Make Improvements Through Evaluation*

- Components to evaluate
  - Processes
  - Outcomes
  - Impacts associated with activities
- Lead to changes in the coalition approach



Individually, we are one drop.  
Together, we are an ocean." –

Ryunosuke Satoro

**Questions**



**Thank You**