

# **Re-energizing Your Coalition Using Best Practices**

# Why community engagement is central

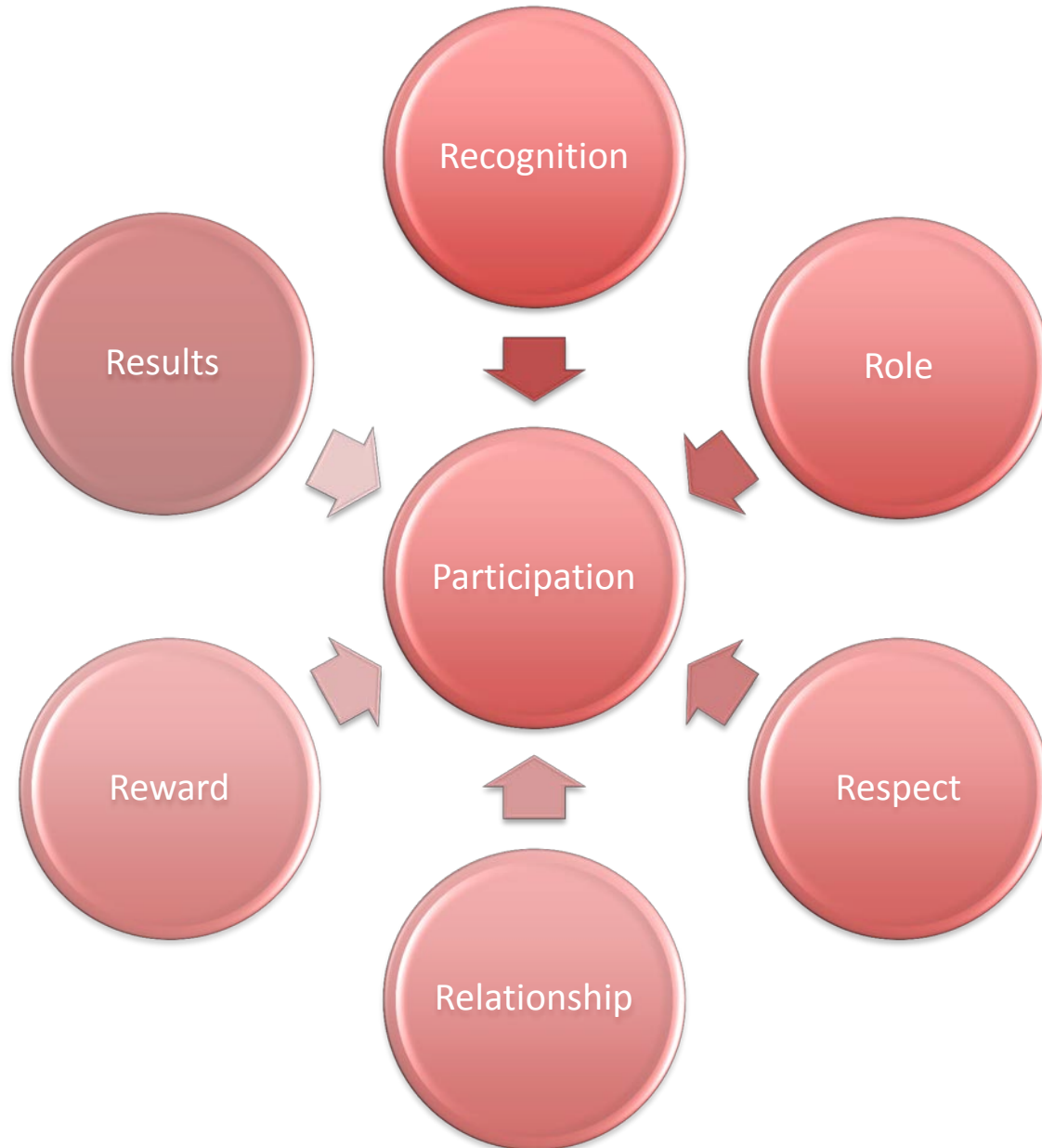
- **The community is critical to the process**
- **To learn about the issues we are trying to address**
- **To learn about the target community**
- **To share power and resources**
- **To build community ownership**
- **To do “*with*” versus doing “*for*”**
- **To align with community organizations**
- **To identify community leaders and key partners and develop relationships**
- **To honor community residents’ knowledge and experience**

## *So, what could happen if we fail to involve the community?*

- We might create a program that no one wants.
- We trap ourselves into always doing “*for*” and can never get to doing “*with.*”
- The community may never own the issue.
- We fail to respond to the diversity and culture of our communities.

The main reason that  
someone volunteers is that  
someone they know asks  
them!

# Retention: The 6 R's of Participation



# Recognition

- Do we recognize members for their leadership in serving the members of their communities?

# Respect

- Do we respect members for themselves and their values and culture?
- Do we show that respect by providing:  
(e.g., evening meetings, food, child care, other support)

# Role

- Do we provide important roles for all who join our group?
- Do these roles focus on the unique contribution each can make?



# Relationships

- Do we provide personal invitations for new members?
- Do we allow all members opportunities to make new friends, and to broaden their base of support and/or influence?

# Reward

- Do the rewards for membership outweigh the costs? (Of course, not everyone is looking for the same kind of rewards.)

# Results

- Do we “deliver the goods”? Are our results obvious enough so that members are encouraged to stay?

# **Coalition Best Practices**

- ✓ **The coalition has a regular meeting cycle.**
- ✓ **The coalition has active work groups.**
- ✓ **The coalition has meeting ground rules.**
- ✓ **At the end of our meetings we check on what worked and what didn't.**
- ✓ **The coalition has a leadership team.**

# Coalition Best Practices

- ✓ **There are clear roles and responsibilities for all coalition members.**
- ✓ **Coalition members are accountable to the coalition.**
- ✓ **We recruit new members and sustain the ones we have.**
- ✓ **Meetings have agendas and minutes.**
- ✓ **Decision making rules are clear.**

# Contact Us

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