



Grassroots Coalition

ASSESSMENT	
1. Who, specifically, is our base (members, participants, community members, other)?	
2. Is our base ready?	
3. Do we have control or access to each aspect of our base? If not, who does?	
4. Is there a downside to putting attention on this issue?	
5. Is this a big push (broad) or a strategic push (small item within big issue)?	
6. What is the unifying factor?	
7. What are three achievable goals?	
8. If our organization doesn't get involved on this issue, would anyone have the wherewithal or ability to get involved?	
9. Can you advance the issue?	
10. Do we have the capacity take on an effort that can win?	

PREPARATION	
1. Do we have a reasonable communication internal and/or external infrastructure in place? What is it?	
2. Who should be the core members? Are they vested/ bought in and hold responsibility? Be specific.	

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PREPARATION

3. What activities are possible? Which will be effective?

4. Who is the primary audience? Who is the secondary audience?

5. What is the best communication medium for both audiences?

6. What are the first 10 steps on your task list?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

7. How will decisions be made? Consensus? Voting? Majority of who is in attendance? Other?

8. Who is the actual member—does it need to be the government affairs person, the executive director, anyone from the organization?
a. Can organizations send as many people they want to every meeting?

9. Who is allowed to speak on behalf of the coalition?

KEYS TO SUCCESSFUL COALITION BUILDING

1. Control the key message, but allow and encourage individual voices.
2. Measure success through accomplishments not victory.
3. Avoid crying wolf.
4. Reach out and involve partners in the actual process.
5. Recognize potential, ambition and desire - foster it, reward it with responsibility, then integrate that mentality.
6. Expect and prepare for mistakes and other contingencies.
7. Maintain communication with the leaders frequently at all times; Maintain communication with the membership often during pitch of the battle and regularly thereafter.
8. Develop effective short cuts—boilerplate letters, contact lists, talking points, planning materials.
9. Explain decisions and courses of action to all.
10. Be effusive in praise, energetic in support and empathetic on difficulties/challenges.