

Building Coalitions for Issue-Oriented Advocacy

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A LIFETIME OF PROMOTING, PROTECTING,
AND STRENGTHENING PUBLIC EDUCATION:
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COURSE PARTICIPANTS INTRODUCTIONS

- **Why are you here?**
- **What is the main issue that concerns you?**



SESSION OBJECTIVES

By the end of this session, you will:

- **Know how to create a coalition**
- **Know how to determine the coalition's effectiveness**



YOU WILL LEARN

- How to leverage the strengths of like-minded organizations to advance shared goals
- How to partner with organizations whose missions align with your mission
- Why collaboration is more effective than working in isolation



HOW TO BUILD A COLALITION

- **How to get started**
- **Who to invite**
- **Who is the leader? Why?**



DOS AND DONT'S

Do attack issues	Don't attack persons
Do pick issues with portions/sections you can win	Don't assume there is no buy-in
Do provide opportunities for others to shine	Don't judge success by crowd size
Do listen	Don't Assume you know it all
Do what makes sense	Don't approach issues the way you've always done it
Do identify key elements needed	
Do plan	
Do include respected community activists	
Do be mindful of time	



ADVANTAGES OF BUILDING COALITIONS

- Building and participating in coalitions is a critical component of advocacy.
- Coalitions are important for groups that don't have the capacity to do the work on their own.
- By teaming up with other organizations, smaller organizations can pool resources, reach more policymakers, and more efficiently and effectively make changes.



WHY BUILD A COALITION?

- **Strength in numbers.** A coalition brings together diverse groups that share a common goal. By working together, coalition members can increase and expand their influence and make a stronger case for policy change among different audiences.
- **Expand resources, expertise, and capacity.** Coalition members bring different skills, knowledge and expertise to the effort. By sharing resources and collaborating, the coalition. Can develop a more comprehensive and effective strategy for achieving its goal.



WHY BUILD A COALITION?

- **Increased visibility and collective action.** A coalition can generate more visibility and more media coverage than a single organization.
- **Heightened political clout.** When a coalition represents a broad and diverse range of stakeholders, decision-makers are more likely to take their concerns seriously.



HOW WE ESTABLISHED A COALITION IN SOUTH CAROLINA

- We identified an issue - Book banning
- We identified groups who were concerned with the issue (Inclusiveness):
 - ACLU
 - League of Women Voters
 - NAACP
 - Talk show host
 - Richland County Democratic Party
 - Community activists



HOW WE ESTABLISHED A COALITION IN SOUTH CAROLINA

- We met at SCEA-R headquarters
- Each participant had the opportunity to express concerns
- The participants suggested possible courses of action
- Participants were responsible for notifying their members of actions to take

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PLANNING WORKSHEET*

GOALS (What are you trying to achieve?)	COALITION ASSETS AND NEEDS (Assess your coalition's assets and needs, including relationships to policymakers, ties to the community, social media presence, knowledge and experience, etc.)	CONSTITUENTS, ALLIES, OPPONENTS (Who's with you? Who do you need to influence?)	TARGETS (Which policymakers are you trying to reach? Who might be able to help you reach them?)	TACTICS, ACTION STEPS (How will you reach your goals?)
Long Term	Have	Constituents	Primary Target	
Intermediate	Want/Build	Allies	Secondary Target	
Short Term	Internal Problems	Opponents		