

Many Hands Make for Light Work

Tools and ideas that can help coalition members take action

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Quick Challenge

Write down two things coalitions can do that the individual members cannot do, or do as well, alone.

(space provided on page 1)

Mistake #1

***We cannot clearly explain the
unique role of our coalition.***

Strategic Roles of Community Coalitions

- **Change Agent**
Your community is perfectly engineered to produce the results you are currently seeing.
- **Service Optimizer**
Scale, quality, access, continuity, and sustainability.
- **Conversation Facilitator**
Naming and framing issues, social norms and marketing, teachable moments, issue expert.
- **Resource Generator**

Quick Challenge

Write down two key points you will use to recruit the person next to you to join your coalition.

(space provided on page 2)

Mistake #2

***We recruit for membership,
not for action.***

Recruiting for Action

1. Reach them on their terms (do your homework)
2. Give good reasons to join:
 - From the recruit's point of view
 - Why is it in their best interest

Recruiting for Action

3. Make a specific request:

- Clear role or task
- Limited and doable
- Immediate
- Recruit is specifically needed

Application Challenge

Write down two key points you will use to recruit the person next to you to join your coalition.

Application Challenge

Constructively critique your partner's efforts using the criteria on page three. Note what they did well, what might need improvement.

(space provided on page 4)

Quick Challenge

Write down three decisions made at your last coalition meeting.

(space provided on page 5)

Mistake #3

***When we make a decision –
we fail to action plan.***

Planning for Action

1. Who?
2. Will do what?
3. By when?
4. What do they need to succeed?
5. Who else should know?

Critique

1. Is action distributed or relying on just a few?
2. If staff is listed – why?
 - Is a volunteer not available? (then recruit!)
 - Is a volunteer not qualified? (then co-assign/train!)
 - Is the task not reasonable (break it down further)
 - Is the timeline unfair (community's timeline vs. the grant's?)
 - When staff act you are saying the community can't!

Critique

3. Are all of the needed steps identified?
4. Are timelines fair?
5. Have we set volunteers up to succeed?
6. Did we plan for good communication?

Quick Review

We cannot clearly explain the unique role of a coalition.

[Getting them in the door]

We recruit for membership instead of action.

[Getting them in the door]

We fail to action plan for group decisions.

[Once they're members]

Quick Challenge

Turn to your partner scenario: You are a coalition director and at the November meeting most of your members did not complete their action steps as agreed. What will you do?

(space provided on page 10)

Mistake #4

Staff run meetings and try to hold volunteers accountable.

Creating Fair Accountability

1. Staff should not hold members accountable – fellow members should.
2. Staff should not run meetings – members should.
3. Focus on success/celebrate (set expectations)
4. Distribute work reasonably, evenly.
5. Announced results should never be a surprise.

Creating Fair Accountability

6. When tasks are not completed – start by critiquing the task together objectively:
 - Are timelines reasonable?
 - Were necessary resources provided?
 - Were unexpected problems encountered?
 - Were key steps missing from the plan?
 - Should this have been a joint task vs. solo?
 - Encourage recommendations at next meeting.

What do we need to sustain?

1. Relevance to current community concerns.
2. Interventions and strategies.
3. Community problem solving process (coalition).