

# Building Partnerships from the Ground Up

Coalition Development and Community Mobilizing



*Sedgwick County...*  
*working for you*

www.sedgwickcounty.org

SEDGWICK COUNTY...WORKING FOR YOU

## Coalition 101

*a group of individuals and/or organizations with a common interest who agree to work together toward a common goal*

- Pull together a small group to determine your purpose and initial project
- Grassroots vs. Grasstops
- Strategic recruitment
- Chair or Co-Chairs
- Stay flexible and open-minded



Sedgwick County...  
working for you

www.sedgwickcounty.org

SEDGWICK COUNTY...WORKING FOR YOU

If you're unsure of what your Coalition needs to look like or be, keep it small. Make all decisions with the group...then divide into naturally occurring committees as needed. If a coalition needs revived, start with a small project or committee and get them moving.

Knowing your Mission and goals will help you recruit more people.

Your coalition doesn't have to tackle everything related to your area of interest. LGBT example.

Recruitment – individualized, meet for coffee, look for people who fill specific skill-sets needed (artists/creative), universities, varied levels of membership (leadership role, coalition member, supporter and call to action)...and never stop.

Chair – look for someone with a passion or interest and is not overwhelmed. Be honest regarding the functions and time commitment – stay flexible. If they don't want to be the Spokesperson for the Coalition, you can always find other members willing to do media requests, etc. This is also a way to involve other members in high-level activities. Don't need staff, but if you do...staff support the Chair & tasks of the coalition.

www.sedgwickcounty.org

## Recruitment

- Individualized recruitment is necessary
  - Diversify your initiative
  - Who's Missing at the Table
- Divide and recruit



Sedgwick County...  
*working for you*

SEDGWICK COUNTY... WORKING FOR YOU

www.sedgwickcounty.org

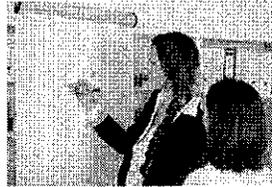
Unless you are bringing in a large funding opportunity, they won't come automatically. An email-blast does not qualify as "individual" recruitment. Recruitment efforts are similar to "sales calls", so get comfortable with those strategies.

## Diversifying Your Initiative

Who cares about this issue?	What do they care about? (connecting interests)	What is the best way to approach them?	What skills, data or resources do they have?	Priority Level 1 ~ 5 (How much do we need them to make progress on this issue?)

## Who's Missing at the Table

- Hang/set up flip chart papers around the room (1/sector)
- Have members rotate around the room, spending 2 minutes listing potential partners on each page
- Report out & edit the list
- Make assignments



*Sedgwick County...*  
*working for you*

www.sedgwickcounty.org

## Recruitment

- Individualized recruitment is necessary
  - Diversify your initiative
  - Who's Missing at the Table
- Divide the list among group and recruit
- Recruitment Materials
- Develop a membership process



Sedgwick County...  
working for you

www.sedgwickcounty.org

SEDGWICK COUNTY... WORKING FOR YOU

Unless you are bringing in a large funding opportunity, they won't come automatically. An email-blast does not qualify as "individual".

As simple as an Excel database to a fancy Membership Database/Software

www.sedgwickcounty.org

## First Coalition Meeting

- Discuss the Mission and Goal(s) – make clarifications
- Recruitment Activity
- Set the next meeting(s)
- Review tasks and assignments



Sedgwick County...  
working for you

SEDGWICK COUNTY... WORKING FOR YOU

www.sedgwickcounty.org

Typical “first meeting” activities. Invite people to share their “expertise” or areas they are interested in.

www.sedgwickcounty.org

SEDGWICK COUNTY...WORKING FOR YOU

## Facilitating Members

- Turf Issues, Domineering Individuals and Rogue Members
- Find opportunities that benefit them
- Understand what members can and can't do
- Keep in contact
- Committees



Sedgwick County...  
working for you

www.sedgwickcounty.org

SEDGWICK COUNTY...WORKING FOR YOU

Every group is going to deal with Turf Issues, Domineering Individuals and Rogue members (give them small, controlled activities-explain process for including your coal logo/name). Find outside help or even facilitators.

Benefits – 30 minutes prior

We missed you notes or email. Also, minutes should be complete and distributed/posted immediately following your meeting. Include an "Assignments" list at the bottom of minutes. Individually follow up with tasks.

www.sedgwickcounty.org

SEDGWICK COUNTY...WORKING FOR YOU

## Recognition & Celebration

- Make each meeting special
- Local, state and national awards
- Build in time/opportunities for socializing
- Provide volunteer opportunities
- Press Release with photos



Sedgwick County...  
working for you

SEDGWICK COUNTY...WORKING FOR YOU

www.sedgwickcounty.org

It's all in the details – table tents help people feel more comfortable and helps with names. Think visual. It's extra work/time, but helps engage people.

Volunteer opportunities – tangible, build relationships, and gives back to the community (or organization)

Press Release of Board Members/Leadership Team – not just your typical release. Send it to local newspaper(s), newsletters and community partners! Share on social media. Give them recognition & celebrate!

www.sedgwickcounty.org

# Money

- Sometimes no money is good
- Find local resources or other incentives that you can distribute



Sedgwick County...  
*working for you*

www.sedgwickcounty.org

SEDGWICK COUNTY...WORKING FOR YOU

If you're paid staff, make sure you have boundaries and that the group understands what you can and can't do for them. Stay "behind the scenes" and let the members shine.

No \$ for incentives? Find incentives from other organizations/agencies and set them on your table. You can even slap a label with your group's name on it (you can always apologize and stop doing it if they don't like it).

www.sedgwickcounty.org

## Coalition Resources

- CDRR Grantees
- Community Toolbox
- SAMHSA – Drug Free Communities grant
- CADCA – resources and trainings
- Kansas Leadership Center



*Sedgwick County...  
working for you*

www.sedgwickcounty.org

SEDGWICK COUNTY...WORKING FOR YOU

DFC Grant RFA open until March 18, 2015. Up to \$125,000 per year for 5 years.

Community Anti-Drug Coalitions of America – National Youth Leadership Initiative

Visit or join other coalitions – pay attention to what works and what doesn't

www.sedgwickcounty.org

SEDGWICK COUNTY... WORKING FOR YOU

# Contact Info

Kim Neufeld

[kim.neufeld@sedgwick.gov](mailto:kim.neufeld@sedgwick.gov)

316-660-7304

SEDGWICK COUNTY... WORKING FOR YOU



*Sedgwick County...  
working for you*

www.sedgwickcounty.org