

### **Coalition Building**

#### Working in & with coalitions



#### overview

Coalition is a diverse group of individuals and organizations that work together to reach a common goal.

- Grouping of different organisations pursuing a common cause in a coordinated manner
- single issue of multi-issue, permanent or temporary

Coalitions aim at:

Adapting, creating or developing public policy

- Influencing people's behaviour
- Building a healthy community

### Why do organisations get involved in coalitions?

- People will be interested in a coalition because they believe:
- The issue(s) is / are importance;
- Have something to contribute and that their participation will make a difference;
  - there are multiple opportunities for participation at different levels and in different ways

They will be listened to and their contributions respected



### Usefulness of coalitions in advocacy

Share resources – knowledge, skills,

Involves a larger number of actors to widen outreach and have a bigger impact on the policy process

Benefit from strength in diversity

different groups bring different skills, knowledge and resources to the coalition

### Usefulness cont'd.

Coalitions can create successful change within a community

Represent an array of local interests, mutual concern

Bring together organizations and individuals to build a power base

# Usefulness cont'd. Facilitate more effective use of resources better targeting of resources

Consensus forum on policy issues and louder voice

Creates a network, increase public knowledge

Achieve synergy (1+1=3);

- achieved through scale economies, reduced wastage
- reduce competition for funding and support;

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 Successful coalition building entails
 Developing a plan to identify a diverse, representative group of organizations interested in that particular issue

Recognising strengths and weaknesses of each member organization; and

Providing support to members in terms of resources, information, expertise, etc.

Encouraging and facilitating networking between organizations

# Successful coalition cont'd Compensate members for time, expertise and expenses where necessary and possible

Providing complete, appropriate information prior to meetings in a timely manner, convenient meeting times and locations

Matching veteran members with inexperienced ones to support new members & share ideas

Developing leadership skills, communication skills, teamwork, constructive criticism; motivation; delegation

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Steps in forming and maintaining a Coalition

Analyse the program's objectives and determine whether to form a coalition

Recruit the right people

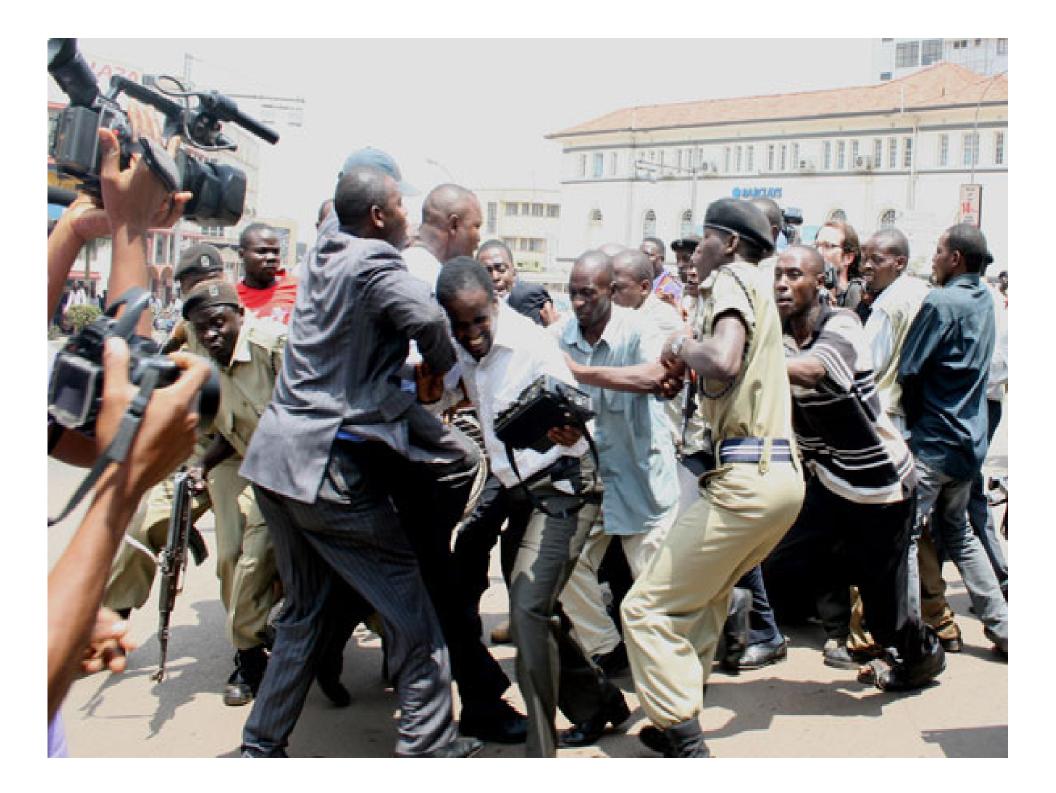
Devise a set of preliminary objectives and activities

Anticipate the necessary resources

### Steps cont'd

Define elements of successful coalition structure

Make improvements through evaluation



### Limitations

Decision-making relatively slower

Give up something – time, control, resources

Potential for conflict and unconstructive competition



### Aluta continua

"Large change doesn't come from clever, quick fixes; from smart, tense people; but from long conversations and silences among people who know different things and need to learn different things." Anne Herbert