

COALITION BUILDING: STRENGTHENING THROUGH PARTNERSHIPS

APPALACHIAN GAS WORKING GROUP
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WHY BUILD COALITIONS?



STRENGTH IN
NUMBERS, RESOURCES,
AND INFLUENCE



ENCOURAGEMENT
THROUGH THE SHARED
VISION OF OTHERS



ACQUISITION
AND
IMPROVEMENT
OF NEW SKILLS



INCREASED STATE AND
NATIONAL MEDIA AND
POLITICAL LEVERAGE



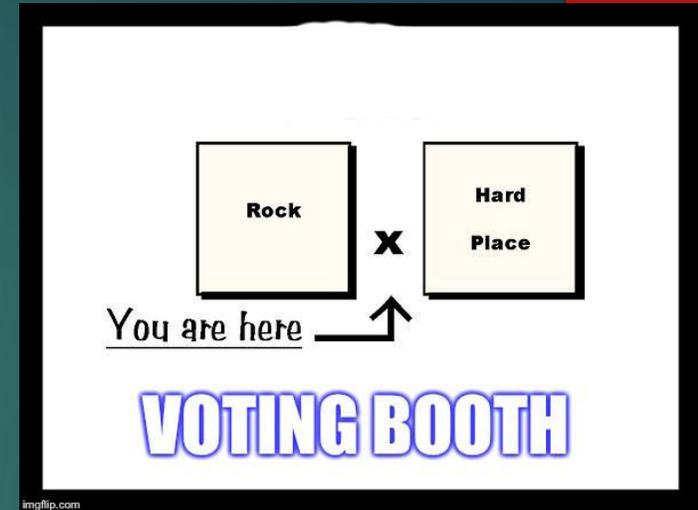
DISADVANTAGES TO QUESTIONS? CONSIDER



INEQUALITY OF
POWER?



DISTRACTION
FROM OTHER
WORK?



COMPROMISES?



GUILT BY ASSOCIATION?

CHOOSING A COALITION MODEL

1. POTENTIAL FOR EFFECTIVENESS
2. WHAT IS THE LEVEL OF INTEREST AND URGENCY?
STRONG? MODERATE? MILD?
3. WHAT RESOURCES ARE AVAILABLE?
4. COMPATIBILITY OF KEY PERSONNEL, STRATEGY
APPROACHES, ORGANIZATIONAL PHILOSOPHIES?
5. ISSUE-ORIENTED OR GOAL-ORIENTED?
BIG-TENT “CATCH-ALL”... OR ... DETERMINED IDEOLOGY?
WHAT IS THE PROJECTED LIFE-SPAN OF THE COALITION?



BIG TENT AND ISSUE DETERMINED COALITIONS

▶ FDR NEW DEAL DEMOCRATS

- ▶ * LABOR UNIONS
- * WORKING-CLASS VOTERS
- * FARM ORGANIZATIONS
- * LIBERALS
- * SOUTHERN DEMOCRATS
- * AFRICAN AMERICANS
- * URBAN VOTERS
- * IMMIGRANTS
- * PRIMARY ELECTIONS & PARTY HEADS

▶ ALLEGHENY-BLUE RIDGE ALLIANCE (ABRA)

- * ATLANTIC COAST PIPELINE IS THE SOLE FOCUS
- * 50 + VIRGINIA & WEST VIRGINIA MEMBER GROUPS
- * GRANT AND MEMBER FUNDING-SOURCED
- * GOVERNANCE BY STEERING COMMITTEE AND EXECUTIVE DIRECTOR. A RELATED 501-C-3 BOARD FOR GRANT PURPOSES.

GUIDELINES TOWARD A SUCCESSFUL COALITION

1. UTILIZE EXPERIENCED LEADERSHIP

2. CHOOSE UNIFYING ISSUES AND REALISTIC EXPECTATIONS

3. DEVELOP A REALISTIC COALITION BUDGET

4. AGREE TO DISAGREE, AND FOCUS ON COMMON-HELD AGENDA

5. RECOGNIZE THAT CONTRIBUTIONS WILL VARY FROM DIFFERENT MEMBERS

6. STRUCTURE AND CLARIFY DECISION-MAKING CAREFULLY

7. HELP MEMBER ORGANIZATIONS ACHIEVE THEIR OWN SELF-



STARTING UP A COALITION



1. DETERMINE WHICH MODEL TO USE.
WHAT IMAGE DO YOU WANT TO PROJECT?
2. WHAT RESOURCES ARE NEEDED? (E.G. STAFF AND VOLUNTEERS;
MONEY; ISSUE EXPERTISE; ACCESS TO PUBLIC POLICY DECISION-
MAKERS AND MEDIA)
3. GAUGE POTENTIAL CONFLICTS OF REDUNDANCY AND TURF-
STRUGGLES IF OTHER ORGANIZATIONS MIGHT BE SIMILAR. IF SO,
CONVERSE WITH THESE GROUPS.
4. MAKE A LIST OF ORGANIZATIONS AND KEY PERSONS TO APPROACH.
5. CREATE A COALITION-PACKET (E.G. PRINTED MATERIALS, WEBSITE,
SOCIAL MEDIA)

OTHER MODELS OF COOPERATIVE EFFORTS

1. NETWORK: FORMED TO SHARE INFORMATION ON TOPICS OF COMMON INTEREST.
2. ASSOCIATION OF ORGANIZATIONS: A FORMAL UMBRELLA NON-PROFIT THAT BRINGS TOGETHER ORGANIZATIONS/INDIVIDUALS WITH COMMON NEEDS.
3. COORDINATED PROJECT: SHARING RESOURCES ON A SPECIFIC ISSUE OR PROGRAM.
4. CAMPAIGN COALITION: ORGANIZATIONS HAVING A JOINTLY-STAFFED CAMPAIGN.
5. STRATEGIC ALLIANCE: A LONG-TERM FORMAL RELATIONSHIP OF MUTUAL ADVANTAGE

SOME POSSIBLE COALITION MEMBER



DIRECT ADVOCACY



COALITION
DEVELOPMENT
FUNDRAISING
RECRUITING



GRASSROOTS
SUPPORT

MEDIA



PUBLICITY



RESEARCH

JOIN TOGETHER WITH OTHERS TO
MAKE A BETTER WORLD FOR
TOMORROW

**We Want
YOU**

To Meet the
Challenge
and Make a
Difference



Thank you! ... Allen Johnson

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