

# Strategies for New Coalitions

First National Conference  
for  
Caregiving Coalitions

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# Community

- Definition helps to identify reason to convene
- Unique characteristics of individuals or organizations may add value or depth
- Most common ground may be sought to build a collaborative spirit

# Why Organizations Come Together?

- Mission compatibility
- Sustainability
- Opportunity
- Community need
- Closer to competition
- Complimentary strengths
- Passion to create or change

# Caregiving in Today's Community

- Services only when needed
- Function/Disease based interventions
- Defined by resources
- Foreign terminology
- Fragmented social and health systems
- Don't know our neighbor

# Different Types of Collaboration

- Networking - Exchanging information for mutual benefit
- Coordinating – Exchanging information for mutual benefit and altering activities for a common purpose
- Cooperating - Exchanging information, altering activities and sharing resources for mutual benefit and common purpose
- Collaborating – Exchanging information, altering activities, sharing resources and a willingness to enhance the capacity of each other for mutual benefit

A. Himmelman, 2001, On Coalitions and the Transformation of Power Relations: Collaborative Betterment and Collaborative Empowerment, American Journal of Community Psychology, Vol.29,2:277-284

# Empower or Better

- Contribution toward the problem
- Contribution toward the partner

# Convening

- Facilitator's role
- Focus on potential mission of coalition
- Ongoing interest
- Passion

# Keys to Building

- Planning
- Vision
- Mission
- Goals and Objectives
- Commitment and Focus

# Keys to Building (con't)

- Structure and Communications
- Leadership
- Decision Making
- Recruiting
- Fundraising

# Keys to Building (con't)

- Projects/Activities
- Evaluation and Sustainability

*12 Keys to Building Caregiver Coalitions Training Guide*, AARP Foundation  
Caregiver Coalition Research Project, Administration on Aging, Department of  
Health and Human Services

# Planning

- Why a coalition?
  - Needs assessment
  - Advantages and disadvantages
  - Who to invite?
  - Purpose
  - Scope
  - What is the catalyst for formation?

# Planning (con't)

- Member characteristics
- Capabilities assessment
- Balance with doing
- Organizational meeting

# Vision

- Dream statement
- Focus is on the caregiver

# Mission

- Purpose statement
- Barometer
- Focus on the coalition

# Goals and Objectives

- Assessment of goals
- Steps to achieve goals

# Commitment and Focus

- Action Planning
  - Responsibility
  - Timeline
  - Resources
  - Communication

# Structure and Communication

- Internal
- External
- Coalition staffing

# Leadership

- Structure
- Skills
- Turf Issues

# Decision Making

- One Person
- Compromise
- Consensus

# Recruiting and Retaining

- Open door
- Out of the box
- Connections and contacts
- Monitor participation

# Fundraising

- Budget
- Funding statement
- Diverse sources
- Constant activity

# Projects and Activities

- Engaging
- Balance with planning
- Wandering from mission

# Evaluation and Sustainability

- Monetary and non monetary
- Outcomes
- Impact assessment

# Characteristics of Success

- Open door membership
- Convened in a non-competitive arena
- Simultaneous accomplishments and coalition building
- Agreed upon goals

# Characteristics of Success (con't)

- Mutual support of coalition and partner missions
- Include those served
- Encourage out of box thinking
- Call to action

# What We Have Learned

- Relationships can take time
- Avoid the desire to achieve
- A mission built on consensus helps guide the work
- Evaluation should include a review of the coalition

# What We Have Learned (con't)

- Sustainability, leadership and communication should be continuously monitored
- Carefully select projects and activities
- Listen

# What We Have Learned (con't)

- Opportunities exist in all communities
- Turf issues are real even if perceived
- Passion is essential

# Where From Here?

- Review your organization's strategic mission
- Define your community
- Identify key issues
- Commit to explore collaboration

# Where From Here? (con't)

- Invite conveners
- Identify facilitator
- Invite coalition partners
- Plan
- Action

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