Motivation and Momentum

Building Sustainable Caregiver Coalitions

National Alliance for Caregiving
September 21, 2007
Motivation and Momentum

• Advocacy and its effectiveness

• Coalition itself
Advocacy

• Monitor what is occurring-characteristics of a successful campaign: series of actions, designed to persuade, targeted, build alliances, results in change (2)

Advocacy

• Are others in the community taking up the message?
• Is more funding accessible?
• Is the decision maker or key stakeholder who was targeted as part of the advocacy campaign now speaking on behalf of caregiver issues?
• Is the coalition now recognized as a credible source of information and support for caregivers?
• Has the media put greater attention on issues related to caregiving?
Advocacy

• Have we achieved the objectives and activities outlined in our plan?
• What have we learned during the campaign?
• Are there any changes required in terms of resources or activities?
• Have there been any changes in the legislative process?
• Do we need to target any other legislators or influential departmental representatives?
Motivation and Momentum

- Engagement
- Communication
- Membership
- Resources
- Planning
- Leadership
- Reward
- Evaluation
California

Kathleen Kelly
California Coalition for Caregivers
Engagement

• Validate and acknowledge the history and contributions of all partners

• Provide reasons and opportunities for partners to take ownership

• Keep partners engaged
Engagement

• Keep focus on goals

• Capitalize on personal agendas

• Recognize time, effort and perseverance

• Connection between coalition’s work and gratification
Communication

- Within the coalition/meetings
- Retreats/planning sessions
- Advocacy/activities/outreach
Membership

• Recruitment
• Retention
  – Interests
  – Monitor
  – Personal Experiences
• Opportunities to co-brand outreach and advocacy activities
• Handling turf issues or differences
Resources

• Enough

• How solicited

• Where from

• Short and long term
Kansas City

Mitzi McFatrich
Kansas City Partnership for Caregivers
Planning

- Mission and Vision
- Ongoing
- Short term/achievable and long term
- Activities stay on focus, avoid mission creep
- Idea of how they see the future for caregivers.
Priorities
Assessment of Opportunity

• Mission/Vision
  – Coalition Seeks Opportunity
  – Opportunity Drives Coalition

• Need

• Promoted/Actual Outcomes

• Capabilities

• Affordability

• Feasibility
Leadership

• Passion
• Keeps things going
• Engages partners
• Succession planning
Reward

- Benefit to individuals and organizations
- Fun
- Personal satisfaction
- Recognition
Measures of Success

- Attendance
- Growth in Membership
- Funding
- Activity
- Awareness of Community
- Agendas Form From Membership
- Evolving Leadership
Measures of Success (con’t)

• Communication
• Relevance
• Movement Along Continuum
  – Activity
  – Awareness
  – Advocacy
• PASSION
Coalition and Collaboration

**Networking:** Exchanging *information* for mutual benefit

**Coordination:** Exchanging information for mutual benefit and *modifying activities* for a common purpose

**Cooperation:** Exchanging information, modifying activities, and *sharing resources* for mutual benefit and common purpose
Coalition and Collaboration

**Collaboration**: Exchanging information, modifying activities, sharing resources, and *enhancing the capacity of another* for mutual benefit and to achieve a common purpose

**Multi- Disciplinary Collaboration**: A voluntary, strategic alliance of public, private, and non-profit organizations to enhance each others’ capacity to achieve a common purpose by sharing risks, resources, responsibilities, and rewards.[1]

Evaluation

• Advocacy

• Activities – Impact

• Coalition

• Report the results of evaluation activity
Renew

- Return to purpose
- Promote adaptability and flexibility
- Ask real questions
- Successes and failures
- Review membership
- Orient new members
- Celebrate