

**Eight Steps to Effective Coalition Building:  
Fostering Strategic Partnerships to Prevention Violence Against Women**

**Learning Activity**

Objective: This exercise is intended to help you use *Eight Steps to Effective Coalition Building* to enhance the effectiveness of your coalition.

Directions: Considering your coalition, answer the questions to determine how you can strengthen and enhance the effectiveness of your coalition.

***Eight Steps to Effective Coalition Building***

**STEP 1: Clarify coalition objectives & appropriate activities**

A. What are the goals/objectives of your coalition?

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**STEP 2: Recruit the right people**

B. Considering your objectives, are there additional individuals or organizations that should be brought into the coalition? Who are they?

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**STEP 3: Devise a set of preliminary objectives and activities**

C. What activities will you focus on? You can use the *Spectrum of Prevention* to develop multifaceted activities.

For a copy of the *Spectrum of Prevention* go to:

<http://www.preventioninstitute.org/tools.html#spectrum>

For a copy of the worksheet from the last training:

[http://www.preventconnect.org/downloads/2007/2007-12-12\\_Worksheets.pdf](http://www.preventconnect.org/downloads/2007/2007-12-12_Worksheets.pdf)

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D. Have you identified some activities that will result in short-term successes? What are they?

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**STEP 4: Convene the coalition**

E. If new, how will you convene the coalition? If ongoing, how will you orient new members in joining the coalition?

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**STEP 5: Anticipate the necessary resources**

F. How can you leverage existing resources to ensure necessary coalition progress?

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**STEP 6: Define elements of a successful coalition structure**

G. How will you communicate the “life-expectancy” of the coalition in a way that will engage members in a meaningful way at the necessary level?

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H. How many meetings do you need to hold and how long do they need to be in order to achieve the objective(s) you have established?

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I. How will decisions be made in the coalition to achieve the objective(s) sought?

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J. What kind of agendas will maximize your coalition's results?

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K. How will you engage members between meetings in the necessary activities (i.e. subcommittees, phone conversations, outreach responsibilities etc.)?

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**STEP 7: Maintain coalition vitality**

L. What are the positive dynamics in your coalition that can be built upon?

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M. What are the problematic dynamics, if any, that need to be addressed?

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N. Considering current and newly identified coalition membership, are there any TURF issues that need to be taken into account?

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O. How do you take care of yourself and maintain your vitality as the coalition leader or a participant (which ever is applicable)?

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P. What successes do you have to share and celebrate?

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**STEP 8: Make improvements through evaluation**

Q. What information do you have about the coalition's effectiveness?

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R. What information do you need to make effective decisions? How will you get this information?

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**These materials were used for a Prevention Connection Web Conference.  
Visit [www.PreventConnect.org](http://www.PreventConnect.org) for additional information.**