

Community Coalition Guide:

Recruiting Community Stakeholders to Join Us in Action



COMMUNITY COALITIONS

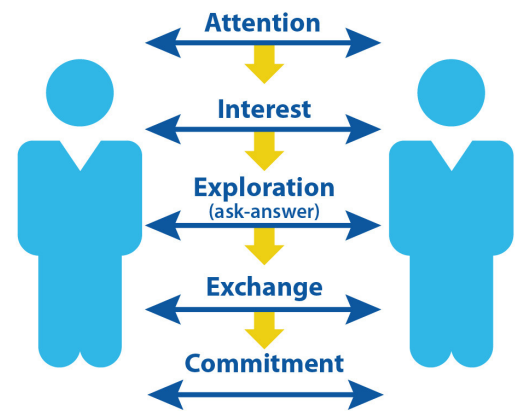
Many of the people you are recruiting to join you in action will be representing community organizations or local government agencies. Others may be going above and beyond their formal roles and be joining as volunteers. Being mindful of this diversity is important to how we ask people to participate in a way that respects and acknowledges where they meet us.

The following tips from the **Field Guide for Multi-Stakeholder Mobilization and Coalition Building** can help you define and implement your strategy for engaging community and government agencies with your coalition.

How Do We Recruit and Begin to Build Relationships?

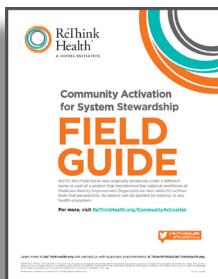
- **Get the Person's Attention:** Explain how we got the person's name, identify another person who referred us, or mention a common connection to a project, institution or community
- **Describe your Interest and Purpose:** Be transparent about articulating our interest and project enthusiasm for the coalition's mission and priorities
- **Elicit and Explore:** Ask probing questions and listen intentionally for
 - Values,
 - Interests
 - Skills
 - Resources
- **Make an Exchange:** As you listen, think strategically about possible exchanges of resources. Are there opportunities to help one another around a shared purpose?
- **Seek a Commitment:** Ask for a commitment to begin your relationship with a commitment to service to a shared purpose. Frame your ask as an opportunity and be specific about what you are asking

Relationship Building



DO	DON'T
Schedule time for the conversation (30-60 min)	Be unclear about purpose and length of conversation
Follow the five steps	Try to persuade rather than listen
Ask questions and listen 80% of the time	Get side-tracked or chitchat about personal interests
Share your own experience 20% of the time	Skip stories to "get to the point"
Articulate a vision that articulates a shared set of interests for change	Miss the opportunity to share ideas about how things can change
Be clear about the "when and what" of your next step together	End the conversation without a clear plan for next steps

Field Guide for Multi-Stakeholder Mobilization and Coalition Building



The tools and techniques from the **ReThink Health® Community Activation for System Stewardship Field Guide** can help you build collective leadership capacity, enlist stakeholders' commitments to your coalition's shared purpose and help your coalition move forward in action to meet or exceed established goals.

[Click Here to Download the Field Guide](#)