

Build a Coalition, Broaden your Base Support

A coalition, or alliance, consists of individuals or organizations working together for a common purpose to make more effective and efficient use of resources. Working in tandem with other groups is a great way to broaden your base of contacts and show support from numerous sources. By building these bridges, conservation districts can enhance their positive image and increase the contacts made to legislative leaders.

A coalition should be structured to establish a shared vision and involve all key players. It is important to approach leaders and directors from various organizations who have indicated an interest in a joint effort. Plan on regularly scheduled meetings with the groups collectively to develop a strategy, assign tasks, and follow up with these groups on other issues to continue the relationship.

Another opportunity to use coalitions is to collectively sponsor events. By broadening your sponsorship, you may increase attendance and expand your outreach. Focus the coalition efforts on those organizations that have a similar constituent base. For example, when targeting the farming community ask local farm groups to join you in addition to the other partners you typically work with. You may also want to consider periodically sending out joint press releases showing extensive support and interest.