

## COALITION MEMBERSHIP GAP ANALYSIS

- 1) Update and access your roster of members
- 2) Decide what community sectors you intend to engage; you can modify this list:
  - a. Health/Medical
  - b. Government/Legislative
  - c. Business/Labor/Employment
  - d. Religious/Faith-based
  - e. Local Community
  - f. Recreational Organizations/Facilities
  - g. Nutrition/Food Services
  - h. Family/Children/Youth/Elderly
  - i. Health Advocacy/Medical Issues
  - j. Professional/Trade Associations
  - k. Other Interest Groups
- 3) For each sector, write the category on a flip chart sheet and mount them on the wall of your meeting room. Define each sector and provide examples of organizations in each category.
- 4) Produce name badges by printer (or on index cards) of the current member organizations and deal them out to members in attendance at steering committee or general coalition meeting.
- 5) At a signal, everyone gets up and quickly affixes their cards or name stickers to the appropriate sheets.
- 6) All sit down and observe the results. The usual case is that some sheets are well populated and others are empty or have only one or two organizations.
- 7) Either as a whole group or in small groups (if many members are present), brainstorm potential organizations for the sparse categories. The phone book or list from the local Chamber of Commerce/small business organization can provide a start. Members should articulate what role each organization will play in the coalition (i.e., Why they are valuable to the coalition's efforts? What are the mutual benefits of partnering?)
- 8) Finally, members volunteer/are chosen to contact these organizations to start recruiting the best representative. The coordinator may then follow up with membership information about the coalition and face-face contact with each organization. This method works and it's participative!

## BUDDY PROGRAM FOR MEMBER RECRUITMENT

- STEP 1:** Each time a new strategy is introduced, the Chair asks members to consider the question, “Who is not at the table that might help us enact this strategy or idea? ”
- STEP 2:** For each identified organization, a member who has the best connection to that organization is asked to begin the recruitment process and volunteer to be the “buddy”.
- STEP 3:** The buddy contacts the prospective member and asks him or her to join the coalition effort. The buddy encourages the recruit and answers any immediate questions about participation or the coalition. Successful contact information is forwarded to the Chair and Coalition Director.
- STEP 4:** The Director follows up with a phone call, and sends an Orientation Packet to the prospective member. The Packet contains the coalition brochure, member roster, by-laws, minutes of the last general coalition and Work Group meetings, a map and calendar of meetings, recent program materials and press coverage.
- STEP 5:** As soon as the buddy receives notice of the next coalition meeting, he/she phones the recruit, makes sure that the notice was received and encourages the new member to attend. Transportation and other needs are attended to as well.
- STEP 6:** At the meeting, the buddy greets the new member, helps acclimate him/her to the surroundings and meeting protocol and introduces the new member to others. The new member is given an opportunity to introduce him or herself to the group. A personal welcome and offer of assistance by the chair occurs at some point during the meeting.

## MEMBER ORIENTATION PACKET

The packet may be contained in a simple 2-pocket folder or be contained virtually on your website (with pages that actually turn).

- ✓ Coalition History
- ✓ Coalition Vision, Mission & Goals
- ✓ Organizational Chart
- ✓ Bylaws (and/or Coalition Guidelines/Principles)
- ✓ Roster of Members
- ✓ Steering Committee & Work Group Members
- ✓ Minutes of Recent General Coalition Meeting
- ✓ Annual Meeting & Events Calendar
- ✓ Newspaper Article or Success Story
- ✓ Sample Coalition Product (educational or advocacy tool)