



COALITION BUILDING & MAINTENANCE
POWER PRISM
A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



Coalition Mapping Worksheet

Healthy and effective coalitions are not easily built or maintained. Powerful coalitions are structured around campaigns – *not missions* – and they involve a variety of stakeholders from different sectors, each of whom come to the table to get certain needs met. Coalition organizers must remember that their partners only *STAY* at the table when those needs are actually getting met. With the Power Prism®, we recognize 4 essential layers to successful campaign coalitions as shown at the right.

Example:

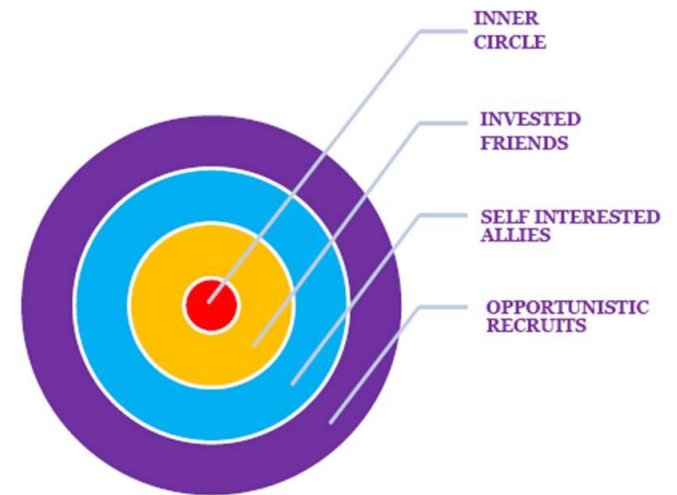
In a smoke-free worksite policy campaign, the coalition might strive for the following layers of membership:

Inner circle: American Cancer Society, American Heart Association, American Lung Association, and the Asthma and Allergy Foundation

Invested Friends: Restaurant and hotel workers union, hospitals, and low income health advocates

Self-Interested Allies: Pharmaceutical companies that make cessation products, health insurers, and fire departments

Opportunistic Recruits: Organizations to which key decision-makers belong, businesses and civic organizations located in key legislative districts



Power Prism® - Coalition Mapping Worksheet,
M+R Strategic Services New England Office,
www.powerprism.org

Power Prism® Coalition Mapping Worksheet

Please consider the criteria in the middle column and develop a working list of organizations you either have or can recruit.

Who can you recruit in each of the four coalition areas?

Categories of coalition partner	Criteria for consideration	Organizations you have or would like to recruit <i>and why</i>
INNER CIRCLE	What organizations directly share your campaign mission?	
INVESTED FRIENDS	What organizations embrace a vision that would be advanced if your campaign succeeded?	
SELF-INTERESTED ALLIES	What organizations stand to better serve their membership if your campaign succeeds?	
OPPORTUNISTIC RECRUITS	What organizations have a good relationship with any of the key decision-makers you are seeking to influence? (Do some homework to identify groups that your key decision-makers trust and respect.)	

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