



Coalitions Post-Covid: Cultivating Community Support for Prevention Coalitions *Tips for Engagement*

This handout accompanies the Coalitions Post-Covid: Cultivating Community Support for Prevention Coalitions (Part 1 of 2) webinar and explores tips to engage community coalition members.

Tips for Recruiting Coalition Members

- Find common/shared interests and goals. Volunteer for other causes and meet like-minded, goal-oriented people. Schedule one-on-one meetings to discuss shared interests and scope of problem(s). Help align dollars or find dollars for collaborative initiatives.
- Identify needed members. Ask for assistance from current members. Ask who has an existing relationship with the people/organizations being recruited. Issue a personal invitation, either in person or by email. Consider one-on-one coffees.
- Attend other organizations' events and meetings and promote two-way relationships. Show up somewhere unexpected to watch, listen, and learn. There may be someone there you need.
- Encourage current coalition members to participate in Community events and promote the coalition. Provide a Sign-up sheet at community events/trainings.
- Invite missing stakeholders to coalition events.
- Host regular coalition meetings with actionable projects.
- Provide informative communications.
- Advertise, when appropriate.

Tips for Educating and Keeping Members Informed

- Provide routine meetings, with virtual option if appropriate.
- Provide prevention science at every other meeting and/or 15 minutes of "education" at every meeting.
- Provide regular and varied communication: monthly newsletters, email, personal texts, social media, shared folders, data/factsheets, personal "coffees," etc.
- Keep positive rapport with community entities.
- Provide trainings. Notify members and community of educational opportunities via email, on agendas, personal invitations. Include those opportunities in the prevention budget if possible.

Tips for Keeping Members Engaged

- Highlight members in the newsletter.
- Engage members according to their passion.
- Convene subcommittees regularly, big group less often.
- Include lived experience and youth involvement among the coalition membership.



- Go to their turf for coalition nights and their events.
- Maintain focus on forward momentum.
- Provide food when appropriate.
- Give every member an opportunity to contribute collaboratively.
- Keep talking about the mission.

Tips for Empowering Coalition Members to “do the work” Collectively

- Delegate.
- Utilize a Project Tracker w/assigned people and due dates. Try to empower others by creating timelines, asking what they can do and by when, etc.
- Tie tasks to members’ everyday work.
- Consolidate work so it doesn't add too much to any member’s plate.
- Don't duplicate meetings/groups - combine efforts.
- Encourage ownership and support their efforts. People contribute to what they helped to create. Encourage members to engage in all parts of planning and decision-making.
- Be truly interested in members’ opinions, knowledge, skills, and interests.
- Leadership can set limits and let members know them.