



# CADCA's National Coalition Institute

 CADCA®  
NATIONAL COALITION ACADEMY

## Community Engagement

---

FADAA Webcast  
November 30, 2006

Presented by:  
Kareemah Abdullah, Deputy Director of Training and Technical Assistance



## Community Engagement: Coalitions and Partnerships

### Types of Communities:

1. **Community of place**
2. **Community of experience**
3. **Community of interest**



## Community Engagement: Coalitions and Partnerships

 **CADCA**<sup>®</sup>  
NATIONAL COALITION ACADEMY

### Collaboration:

“Voluntary, strategic alliance . . . to enhance [our ability] to achieve a common purpose by sharing risks, responsibilities, resources and rewards.”

Himmelman



## Community Engagement: Coalitions and Partnerships

*“All happy families are alike; each unhappy family is unhappy in its own way.”*

Tolstoy – ANNA KARENINA

*“Coalitions can fail for thousands of reasons but they all succeed for the same few.”*

CADCA’s “Tolstoy Principle”



## Community Engagement: Coalitions and Partnerships

### Nature of community work:

1. Larger than any one person or organization
2. Is adaptive
3. Involves working together on things that matter
4. Problems are interrelated
5. It's about self-determination



## Community Engagement: Coalitions and Partnerships

### Why Should You Start and Maintain a Coalition:

1. To address an urgent situation
2. To empower the community to take control of its future
3. To bring about more effective and efficient delivery of services – eliminate duplication
4. To create long-term, permanent social change



## Community Engagement: Coalitions and Partnerships

### When Should You Start and Maintain a Coalition:

1. When dramatic or disturbing events occur
2. When new information becomes available
3. When circumstances or rules change
4. When new funding becomes available
5. When there is an outside threat to the community
6. When the group wants broad, significant change



## Community Engagement: Increasing Participation

 **CADCA**<sup>®</sup>  
NATIONAL COALITION ACADEMY

**Why involve people  
who are affected by  
the problem?**



## Community Engagement: Increasing Participation

### Who to Involve:

1. Those directly affected by the problem.
2. Those indirectly affected by the problem.
3. People with limited voice.



## Community Engagement: Increasing Participation

**Adding people to your coalition is NOT an end in and of itself – there must be:**

- 1. A reason for including others.**
- 2. An idea of who those others might be.**
- 3. Knowledge of how many are needed.**
- 4. Concrete plan for what they might do.**



## Community Engagement: Increasing Participation

### Some reasons for recruiting:

- A. Those most affected are not involved.
- B. Missing representation from key sectors.
- C. Your coalition lacks public visibility.
- D. Your coalition lacks specific:
  - Knowledge
  - Relationships
  - Experience
- E. Not enough people to carry out the work.
- F. Why else?



## Community Engagement: Increasing Participation

### The recruitment message:

- A. Know enough about who you are recruiting that you can reach them on their terms.
- B. Be ready to leave a positive first impression.
- C. State your purpose.
- D. Give them good reasons to join:
  - ➔ From their point of view
  - ➔ Why it is in their best interest
- E. Make a specific request (clear role/task, limited / doable and immediate).
- F. Express appreciation and follow through.



## Community Engagement: Increasing Participation

### **Creating Relationships Before You Need Them**

Whose support, help, expertise or influence might your coalition need in the future?

Why might this person, organization, or group be helpful in the future?

How can your coalition create a relationship now before they are called on for help?



## Community Engagement: Increasing Participation

### 6 R's

1. Relationships
2. Role
3. Results
4. Rewards
5. Respect
6. Recognition



## Community Engagement: Advocating for Change

### What you need to know about: **CONTEXT**

1. How people feel about the issue
2. How the issue links or divides
3. Who and what influences opponents
4. What political forces are operating
5. What it will take to get support



## Community Engagement: Advocating for Change

### What you need to know about: **ISSUE**

1. **Who is Affected**
2. **Contributing Factors**
3. **Consequences**
4. **Economic Impact**
5. **Social Impact**
6. **Barriers to Addressing**
7. **Resources**
8. **Issue History**



## Community Engagement: Advocating for Change

### Matching Tactics to Your Situation

1. Be clear about your goals
2. Review all available tactics
3. Know your base and power / support
4. Select tactics based on best fit
5. Identify resources and assets
6. Identify and engage allies
7. Identify and counteract opposition
8. Develop an action plan
9. Evaluate



## Contact Us:

 **CADCA**<sup>®</sup>  
NATIONAL COALITION ACADEMY

You may contact us for more information or for any of your training and technical assistance needs.

[www.coalitioninstitute.org](http://www.coalitioninstitute.org)

[training@cadca.org](mailto:training@cadca.org)

[800-54-CADCA](tel:800-54-CADCA)