

# 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 comes to the table to get certain needs met. Coalition organizers must remember that their partners on STAY at the table when those needs are getting met. With the Power Prism®, we recognize 4 essential layers to successful campaign coalitions as shown below.

***Example:*** In a campaign to pass a statewide sugary drink excise tax to expand access to early care and education (ECE) the coalition might strive for the following layers of membership:

**Inner circle:** Leaders of communities intended to benefit from policy change, Organizations committed to improving health by reducing sugary drink consumption, Organizations focused on relevant health issues (type 2 diabetes, obesity/overweight, malnutrition, dental caries, heart disease, maternal health, etc), Organizations committed to improving early care and education, Relevant medical associations

**Invested Friends:** Organizations with a primary focus on health equity, Employers that support expanded ECE, Parent groups that support expanded ECE, K-12 educators eager for kindergarten-ready students, and Nonprofits, businesses, and religious groups in communities intended to benefit from policy change

**Self-Interested Allies**: Business associations that want to attract employers, Health insurers who benefit from lower rates of illness

**Decision-Maker Contacts:** Organizations to which the decision-maker (or a family member) belongs, Organizations that have endorsed the candidacy of the decision-maker, Organizations in lawmaker’s district that are led by and represent communities most impacted by sugary drink consumption, Organizations in lawmaker’s district that are led by and represent communities that will benefit most from increased access to ECE services and programs

## 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?**

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| --- | --- | --- |
| **Categories of coalition****partner** | **Criteria for consideration** | **Organizations you have or would like to recruit *and why*** |
| **INNER CIRCLE** | Which organizations directly share your campaign mission? |  |
|  |  |  |
| **INVESTED FRIENDS** | Which organizations embrace a vision that would be advanced if your campaign succeeded? |  |
|  |  |  |
| **SELF-INTERESTED ALLIES** | Which organizations stand to better serve their membership if your campaign succeeds? |  |
|  |  |  |
| **OPPORTUNISTIC RECRUITS** | Which organizations have a good relationship with any of the key decision-makers you are seeking to influence?(Do some homework.) Which organizations might challenge opposition arguments or assumptions? |  |