

Worksheet: Coalition Member Engagement

Purpose: Consider how to engage those who are not currently included in your coalition and increase engagement among current members.

Instructions: Complete the worksheet below for any current and/or potential new members who you would like to engage in your coalition. (You can copy and paste the table to fill it out multiple times.) Ask yourself who in your community cares about the issues, and how will you engage them?

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| Organization or Individual: | |
| What are their capacities, skills and resources? (e.g., power, time, talent, funding, expertise, connections) | |
| What is their potential role in the collaboration? | |
| What is their self-interest? Why should they join? (organizational and/or personal gains) | |
| What is your motivation to engage them? | |
| How will you authentically engage them? | |
| What barriers might exist to engage them? | |
| Who will approach them, and by when? | |

**Adapted from Coalitions Work 2007, <http://coalitionswork.com>*