

# Coalition Member Recruitment Plan

Tips for creating an effective team to impact substance abuse in your community.

## 1 Be Intentional



### Time

Do you know what you are asking of members? Multiple levels of membership are helpful to give opportunities for anyone to be a part of the coalition.



### Resources

What opportunities are there for collaboration and integration of strategies? What resources can be shared: staff time, meeting space, integration of strategies, supplies, money, time, etc. ?



### Spheres of Influence

Everyone can positively impact their community. Who can this person or organization create connections to? Where can they share

## 2 Start With Why

### What Is In For Members?

Coalition members will want to know how the coalition will benefit their work and/or personal life as well as how they will benefit the coalition by being a part of it.

The effectiveness of a coalition is impacted by the skills, resources, commitment, and passion of its membership.

What opportunities will members have to create change by being involved?

Will this be an opportunity for members to use their strengths?

Supporting the skill development and sustainability of coalition membership is vital.

You will create a transformation in your community by investing in the people who are a part of it.

## 3 Brainstorming Membership



Effective coalitions represent their entire community by having members from multiple sectors. Use the following activity to brainstorm who should be a part of the coalition for your community.



# Brainstorming Coalition Membership Activity



Use this chart to brainstorm who should be invited to become a part of the coalition and how to invite them.

Membership Sector	What does this person / organization add to the coalition?	What is in it for them?	Who will invite them?
Youth -			
Parents -			
Business -			
Media -			
Schools -			
Youth Serving Organization -			
Law Enforcement -			
Justice / Corrections -			
Spiritual or Fraternal Organizations			
Civic and Volunteer Groups -			
Health Care Professionals -			
State/Local/ Tribal Government Agency with Experience in Substance Abuse			
Other Organizations Involved in Reducing Substance Abuse			
Additional ideas: Young Adults, Community Member, Recovery Community			

# 4 Extend an Invitation & Make the Ask

1

## Share the purpose of the coalition

This is more than a to-do list of activities, share the mission and vision.

2

## Share why they are important to have involved in the coalition

Learn about what they do and what their organization does before you meet with them. Share why you are a part of the coalition too.

3

## Ask how they would like to be involved

Coalitions are a collaborative effort. Be prepared to share ideas and examples for multiple levels of involvement: leadership roles, supporting member, friend of the coalition, etc.

4

## Invite them to the next meeting

Send the meeting agenda and follow up on any actions steps from your conversation.