Camp Prosperity

Today’s Topic: Building Your Coalition for 2020 and Beyond

August 6, 2019 12:30 – 2:00 pm EST
Welcome

Tupa Hoveka
Program Associate, Field Engagement
Prosperity Now
Housekeeping

• This webinar is being recorded and will be mailed to registrants and available online within one week

• All webinar attendees are muted to ensure sound quality

• Ask a question or share your thoughts anytime by typing into the text box of your GoToWebinar Control Panel

• If you experience any technical issues, email gotomeeting@prosperitynow.org
Getting the Most Out of Today’s Call

▪ Join from a quiet space

▪ Grab a coffee or snack and settle in

▪ Engage! Send us your questions and comments as you listen

▪ Tweet with us on Twitter—use #CampProsperity

▪ Reflect on ways to apply what you learn today to your own work
Prosperity Now’s mission is to ensure everyone in our country has a clear path to financial stability, wealth and prosperity.
Welcome to Camp Prosperity!

Vanna Cure
Lead Camp Counselor
Senior Advocacy Manager
Prosperity Now
Camp Prosperity Webinar Series

Tuesdays from 12:30-2 pm ET

July 23: The Case for Nonprofits in Advocacy

July 30: Race, Data, and the Story of Your Community

August 6: Building your Coalition for 2020 and Beyond
Camp Prosperity at Glance

✓ All Camp Prosperity materials can be on Prosperity Now’s website
✓ Check out our Advocacy Toolkit!
✓ “How-to” guide for engaging in advocacy
✓ Download these tools and share!

✓ One lucky camper will win a complimentary registration to next year’s Prosperity Summit!
✓ To enter: Attend Camp Prosperity + Meet with a Legislator in August
Keep the Conversation Going - Join our Advocacy Listserv!

Link to join can be found in recent Camp Prosperity newsletters!

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Subscribe to Pncommunityadvocacy by filling out the following form. You will be sent email requesting confirmation, to prevent others from gratuitously subscribing you. Once confirmation is received, your decision by email. This is also a private list, which means that the list of members is not available to non-members.

- **Your email address:**
- **Your name (optional):**

You may enter a private password below. This provides only mild security, but should prevent others from accessing your subscription. Do not use a valuable password as it will occasionally be emailed back to you in cleartext.

If you choose not to enter a password, one will be automatically generated for you, and it will be sent to you once you've confirmed your subscription. You can always request a mail-back of your password when you edit your personal options.

- **Pick a password:**
- **Reenter password to confirm:**

Which language do you prefer to display your messages? English (USA)

Would you like to receive list mail batched in a daily digest?

- Yes

I'm not a robot

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Today’s Speakers

Sabrina Hamm
Statewide Managing Director, California Asset Building Coalition

Berneta Haynes
Senior Director of Policy and Access, Georgia Watch

Arohi Pathak
Associate Director, Field Engagement, Prosperity Now
Today’s Agenda

✓ **Skill-Building:** Best Practices for Building Effective Coalitions
✓ **Practitioner’s Panel:** Sustaining a Strong Coalition
✓ **Group Discussion and Q&A**
✓ **Next Steps & Close**

❖ Stay tuned for random pop quizzes!
Poll Question

Do you currently lead or participate in a coalition?

1. My organization currently leads a coalition
2. My organization currently participates in a coalition
3. My organization does not participate in or lead a coalition
Poll Question

What is the goal of your coalition? (pick all that apply)

1. To advocate for policy or behavior change
2. To coordinate or expand services in my community
3. To give a voice to under-represented individuals or communities
4. To build connections, share best practices, leverage resources
5. Other (please explain)
Best Practices for Effective Coalition Building

Arohi Pathak
Associate Director, Field Engagement
Prosperity Now
What are Coalitions?

Coalition: structured collaboration among a group of organizations to bring broader attention and action to a community need.

Coalitions work together to:

✓ Expand service delivery
✓ Share voices and stories (on community need, impact)
✓ Mobilize partners and stakeholders to action
✓ Advocate for stronger policies, programs and services
✓ Build connections, share learnings and leverage resources
Coalitions come in all different shapes and sizes!

- long-term or short-term
- multi-issue or single-issue
- local, statewide, regional or national

Coalitions can…

✓ Address a community need
✓ Generate economic opportunity
✓ Shape policy or program decisions
✓ Encourage service coordination or expansion
✓ Improve economic outcomes
✓ Leverage shared resources to build partner capacity

Effective coalitions are on the same page!

- Invested in and aligned with a shared purpose and strategy
- Identified clear goals, with a roadmap to achieving those goals
- Developed a strong coalition structure, with clearly identified roles and responsibilities
- Routinely pause to reflect, evaluate progress, celebrate successes and re-calibrate challenges

**TOOLS:**

- **Vision and mission statements** to explain group's aspirations in a concise manner, help organization focus on what is important
- **Theory of Change** to map out big picture change, provide a shared vision to achieve goals
Coalitions Reflect Community Need, Opportunities

Community Need
✓ Community concern (payday lenders charge high interest rates on loans; trap low-income individuals in cycle of debt and poverty)
✓ Existing solution is inadequate or non-existent (weak regulations do not protect consumers from predatory lending practices)
✓ Need for a shared response (one organization might not make much of a difference, but collective voices can!)

Opportunity and Timing
✓ Change in political environment or leadership
✓ Sympathetic policymakers or champions (media, funders, etc.)
✓ Program funding expiring or in jeopardy
✓ Policy solution is up for renewal or debate

**TOOl**: Prosperity Now Scorecard and local data can be found at [https://scorecard.prosperitynow.org/](https://scorecard.prosperitynow.org/).
Coalitions and Backbone Organizations

A coalition coordinator or backbone organization can:

✓ Guide a coalition’s vision and strategy development
✓ Build partner investment and buy-in
✓ Map out, delegate partner roles and responsibilities
✓ Hold partners accountable for their part in moving coalition to action
✓ Coordinate coalition efforts
  (foster the cross-partner communications, alignment and collaboration)
Effective Coalitions Are Inclusive

Effective coalitions make room to value and respect differences in cultural, economic, social and programmatic perspectives and experiences.

✓ Are made up of members and partners reflective of the community served

✓ Explicitly name social justice as a key element of their work
  o Is reflected throughout their goals and priorities

✓ Foster a participatory process where all stakeholders have equal say in achieving goals

TOOLS:


Coalitions Employ Multiple Strategies and Tactics to Achieve their Goals

✓ Mobilizing partners and stakeholders around coalition issues or priorities
✓ Developing media campaigns, including social media (Twitter, Facebook), to draw attention to issue
✓ Sharing stories, data and research on the impact of the issue
✓ Training advocates, coalition partners, practitioners and stakeholders to take action
✓ Hosting an advocacy breakfast or advocacy day to educate policymakers on the issue
Coalition Strategies and Tactics

✓ Meeting with policymakers to make your case
✓ Hosting a rally, townhall or press conference to build public awareness, hold policymakers accountable
✓ Inviting policymakers to your program site to learn about an issue/program
✓ Drafting a petition or sign-on letter to express views on an issue
✓ Providing testimony during a hearing
✓ Writing an op-ed or letter to the editor to share your expertise
Impact of Effective Coalitions

- Better outcomes for individuals and/or under-served communities
- Policy change
- Program change (to meet community need)
- Service coordination and/or expansion
- Increased funding or economic impact
- Pathways to building financial stability
- Increased program access or capital for under-served communities

** TOOL:** As Vehicles for Change, Coalitions Can Have Great Impact (FAQs About Building Effective Coalitions) available at https://prosperitynow.org/sites/default/files/resources/As-Vehicles-for-Change-Coalitions-Can-Have-Great-Impact.pdf.
Audience Q & A

What questions do you have?

Share them in the Questions box!
POP QUIZ!
Practitioners’ Panel – Sustaining a Strong Coalition

Sabrina Hamm
Statewide Managing Director, California Asset Building Coalition

Berneta Haynes
Senior Director of Policy and Access, Georgia Watch

Arohi Pathak
Associate Director, Field Engagement, Prosperity Now
How do you determine which local organizations to partner with?
Tips for Choosing Local Partners

To strategically determine which organizations to partner with, you should know the following:

✓ Your short-term and long-term goals for the coalition
  ▪ Be flexible - this may change as you develop and grow the coalition
✓ Your intended audience(s) for the coalition
✓ Your own organization’s strengths and weaknesses
✓ Your desired geographic reach for the coalition
Tips for Choosing Local Partners

- Find organizations with similar mission, values and policy priorities

- Be sure to also include direct service providers and impacted people—their stories and experiences are beyond valuable
How do you determine which issue(s) to focus on with so many competing priorities among members?
Determining the Focus of the Coalition

Consider the following options:

- Create a steering committee
- Consider creating a strategic plan and/or guiding covenant that contains:
  - Long and short-term goals
  - Guiding purpose of the coalition
  - Roles of coalition members (i.e. if there are any specific offices, such as secretary, etc.)
Determining the Focus of the Coalition

- Determine which issue(s) need the greatest support and push.

- Things to consider:
  - Who else is doing the work/leading the effort?
  - What value add will the coalition bring to the movement?
What are the most effective ways to activate a coalition around a time-sensitive issue? When it's not as time sensitive?
Coalition Action and Engagement

- Establish a rapid response protocol early on!
- Have materials prepared (i.e. support letters, sample scripts for calls to legislators, talking points)
  - Make it easy for members to act!
- Keep members updated as policies change and deadlines to take action approach
Coalition Action and Engagement

General Engagement Best Practices:

▪ Create a Google Group for the coalition and use it to send action alerts and calls-to-action
▪ Regular monthly meetings or calls
▪ Recognize the limitations on coalition-members’ time

Time-Sensitive Engagement and Action

▪ Send action alerts and calls-to-action via the Google Group
▪ Be strategic: determine which coalition members are best positioned to influence the time-sensitive issue and send the person an individual email (or PICK UP THE PHONE)
How do you ensure all member voices are included and one member organization isn’t doing all the work? As it relates to the planning process and implementation process?
Georgia Watch: Including All Voices

- Invite all members to provide agenda suggestions for the calls or meetings
- Recognize the differing types of expertise around the coalition and seek individual member’s help on coalition tasks
- Check in with members during calls to ensure that no one feels overloaded or unengaged
- Assign tasks to coalition members at the end of calls or meetings and SET DEADLINES for assigned tasks
California ABC: Including All Voices

- Figure out what coalition structure works best for you
- It might be helpful to have a main steering committee or sub-committees to delegate responsibilities
What resources do you use to provide ongoing issue education to coalition members?
Ongoing Education at Georgia Watch

We keep members informed through:
- Newsletters
- Webinars
- Policy guides and factsheets

Resources we use to educate coalition members:
- National orgs: Prosperity Now, CRL, NCLC, Urban Institute
- Georgia AG's office consumer alerts
- ConsumerAffairs.com
- National Identity Theft Victims Assistance Network
- Identity Theft Resource Center
- CFPB
With so many outside community groups vying for the attention of legislators, how do you maximize your impact?
California ABC: Maximizing Impact

- Stay grounded in the stories of impacted people and service providers
- Know your legislator well (and their staff!)
  - Who are the leaders among the elected officials?
Georgia Watch: Maximizing Impact

- Know your audience: understand what makes the legislator tick. Is it data? Is it personal stories?
  - Lead with the type of information that will best resonate with the legislator

- Know your audience: understand what type of constituent or organization the legislator is most likely to hear
  - Determine which coalition members are best positioned to influence the legislator(s) and position these coalition members to lead the effort.
What successes have you had fundraising around your coalition work? What was your approach and what were the outcomes?
California ABC: Fundraising Success

- Ask member organizations for “voluntary” membership dues

- Build and maintain relationships with foundations that support advocacy/systems changes – yes, they are out there!

- Convey to funders the value and importance of coalition work
How do you manage to sustain a coalition over time? How do you deal with burnout and motivate members to stay involved?
Georgia Watch: Sustaining a Coalition

- Stay flexible in terms of coalition's short-term and long-term goals
- Include all voices in coalition decisions and actions
- Center ongoing education in your communications with the coalition
- Include multiple representatives from individual organizations
  - This helps overcome the issue of organizational turnover
- Periodic in-person meetings
California ABC: Sustaining a Coalition

- Start small and grow over time
- Remember to delegate responsibilities
- Continue communication and feedback with coalition members in all aspects of the work
In what ways do you partner with national allies?
California ABC: National Partnerships

- Research and expertise

STATE OUTCOME & POLICY REPORT
CALIFORNIA

California ranks 18th on the prosperity of its residents compared to the 50 states and the District of Columbia. This rank is based on states' performance on economic measures for all residents but also accounts for racial disparities in outcomes. Relative to other states, California's performance is about average for residents overall and the gap between White residents and residents of color is large but narrower than most states. These disparities, no matter how extreme, have negative implications for the prosperity of California. For example, the homeownership rate of White households is 64% compared to 44% for Latino, 59% for Asian, and 34% for Black households.

The Prosperity Now Scorecard features 28 policies that attempt to improve financial security outcomes. The Scorecard assesses whether your state has or has not adopted each of these policies. California has adopted 17 policies.

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<tr>
<th>OUTCOME HIGHLIGHTS</th>
<th>POLICY HIGHLIGHTS</th>
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<tr>
<td>11.8% of adults in California could not see a doctor due to cost</td>
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<td>55.7% of California households kept emergency savings in the past year</td>
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SCORECARD
RANK
18
RACIAL DISPARITY
RANK
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OUTCOME RANK
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POP QUIZ!
Audience Q & A

What questions do you have?

Share them in the Questions box!

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Stay in Touch!

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Next Steps and Wrap Up

Vanna Cure
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Next Steps

- Please complete the survey!
- Schedule a meeting with a legislator in August!
- Look for final **Camp Prosperity Daily Tips**!
- Explore the Camp Prosperity website for resources, events, and more: [https://prosperitynow.org/join-us-camp-prosperity](https://prosperitynow.org/join-us-camp-prosperity)
Plug into the Prosperity Now Community

Sign up for listservs and working groups, volunteer to facilitate peer discussions, serve in a leadership role and more!

- Financial Coaching Network
- Racial Wealth Equity Network
- Affordable Homeownership Network
- Financial Coaching Network
- Adult Matched Savings Network
- Taxpayer Opportunity Network
- Campaign for Every Kids Future — Children’s Savings Accounts
- Medical Financial Partnerships (Health/Wealth)
- Innovations in Manufactured Housing (I’M HOME) Network
Take action with Prosperity Now Campaigns!

Sign up to stay informed about the latest developments and opportunities to take action by joining one of our four federal policy campaigns.

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<tr>
<th>Campaign</th>
<th>Description</th>
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<tr>
<td><strong>HOMEOWNERSHIP</strong></td>
<td>Homeownership is key to building wealth. Together, we will advocate for products and policies that provide more affordable homes to more people.</td>
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<tr>
<td><strong>CONSUMER PROTECTIONS</strong></td>
<td>Consumer protections create fairer, more transparent financial markets. Together, we will ensure consumers keep the safeguards they deserve.</td>
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<tr>
<td><strong>SAFETY NET</strong></td>
<td>Safety net programs help protect vulnerable individuals and families from falling deep into poverty. Together, we will protect programs like SNAP, IDAs and more to help those in need when they need it most.</td>
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<tr>
<td><strong>TURN IT RIGHT-SIDE UP</strong></td>
<td>The vast majority of tax incentives go to those at the top, not to those who need it most. Together, we will turn our upside-down tax code right-side up.</td>
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Visit any of the Campaigns above at [https://prosperitynow.org/take-action](https://prosperitynow.org/take-action) to learn more and join.
Thank You!

Please complete our survey and we’ll see you July 30 for our next webinar!