



Building Partnerships for Emerging Issues

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May 2, 2019



**Coalitions
Partnerships
Alliances**

“...Americans are a peculiar people...If, in a local community, a citizen becomes aware of a human need that is not met, he thereupon discusses the situation with his neighbors. Suddenly a committee comes into existence. The committee thereupon begins to operate on behalf of the need, and a new community function is established. It is like watching a miracle.”

Alexis de Tocqueville, first noted international researcher on American society, 1840.



Question 1

Partnerships offer numerous potential advantages over working independently, they include:

- A. Conserving resources
- B. Achieving more widespread reach
- C. Fostering personal satisfaction by helping members to understand a broader perspective
- D. All of the above**
- E. None of the above



Partnerships offer numerous potential advantages over working independently:

- Conserve resources
- Can achieve more widespread reach
- Accomplish objectives beyond the scope of any single organization
- Have greater credibility than individual organizations
- Provide a forum for sharing information
- Provide a range of advice and perspectives to the lead agency
- Foster personal satisfaction and help members to understand their jobs in a broader perspective
- Can foster cooperation between grassroots organizations, community members, and/or diverse sectors of a large organization



Eight Steps to Building Effective Partnerships/Coalitions:

1. Analyze the area of need/objectives/issues and determine whether to form a partnership, coalition, alliance, etc..
 - Clarify the objectives and appropriate activities.
 - Assess community strengths and weaknesses.
 - Determine the costs and benefits to the lead agency



The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening
- Individual Knowledge & Skills



Question 2

What is the main factor that most partnership meetings are unproductive?

- A. Having the wrong people present**
- B. Having an unclear agenda
- C. Notifying people too late
- D. Having no follow up action items
- E. Not serving refreshments



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“The main factor in unproductive business meetings is one of the most fundamental: having the wrong people present.”

Lynn Oppenheim, Wharton Center for Applied Research, as quoted in the New York Times



Eight Steps to Building effective Partnerships/Coalitions (cont.):

2. Recruit the right people

- Membership type
- Member organizations
- Competitors and adversaries
- Organizations vs. individual members
- Size of group

3. Devise a set of preliminary objectives and activities

- Meld objectives of members
- Coalition goals
- Coalition activities



Question 3

What are two factors that indicate that ALL potential members will find the partnership worth their time and energy?

- A. The perceived capacity to conserve resources and share a common agenda
- B. The specific activities chosen to undertake and the member organization's perception of the worth of the group**
- C. The credibility of the lead agency and their capacity to provide neutral facilitation
- D. Building trust and consensus between members and organizations that have similar responsibilities and concerns
- E. The range of advice and perspectives that are provided to the lead agency



Eight Steps to Building effective Partnerships/Coalitions (cont):

4. Convene the group
5. Anticipate the necessary resources: in-kind and cash
6. Define elements of a successful structure
 - Meetings
 - Leadership structure
 - Data
 - Marketing/PR
 - Coordination
 - Fundraising
 - Parameters

Question 4

Which of the following activities are NOT important for maximizing a partnership/coalition's vitality?

- A. Noting and addressing coalition difficulties
- B. Maintaining power and leadership**
- C. Recruiting and involving new members
- D. Providing training on challenging/exciting new issues
- E. Celebrating and sharing successes



Eight Steps to Building effective Partnerships/Coalitions (cont.):

7. Maintain Vitality

- Recruiting new members
- Addressing difficulties
- Promoting renewal by providing training and bringing challenging/new ideas to the group
- Sharing leadership/power
- Celebrating and sharing successes

8. Make improvements through evaluation

- Formative
- Summative



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*Special thanks to the following participants for sharing
their partnership experiences!*

Melanie Dykstra, St. Peters Health Partners

Matthew Stern, Colorado Children's Hospital

Darcy Contri, University of Illinois