Coalition Building

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Silence your cell phones
Silence your egos
Dog Eat Dog World

- Why are we such loving, caring, compassionate people but often only for animals?

- Please stand up.... Have you ever...

- We are them
Dog Eat Dog World

- We are the only industry that cannibalizes our own family
- Fighting = death of legislation
- More than 60% of us suffer compassion fatigue
- Stress = we shut down
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- Isolated from each other because of philosophical differences have combined forces to more effectively work toward the common goal of reducing the number of homeless animals in your community

- Chicken or the egg?
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- Spewing words of hatred and superiority, in full view of the community, the media, blogs, gossip
- Which approach is better and who loves animals more
- Animosity between organizations has confused supporters, frustrated law makers and poisoned the waters until dialogue and consensus are almost impossible
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- Coalition enables organizations to have a greater impact on your community

- Instead of arguing over which philosophy helps animals best take the best of each philosophy and apply a cohesive approach to reducing euthanasia, implementing legislative change and drive spay/neuter initiatives
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- Alone no one organization has conquered animal homelessness, otherwise we would be out of business.
- We exist because of irresponsible responsible pet ownership.
- Animal care and control field has tried to solve on its own society's problem ignorance or apathy towards animals.
Advantages

- Strength in numbers

- Added credibility to the community, a united front and a consistent message

- Public perception of tangible, broad community support

- Media attention of which otherwise they might not get
Advantages

- Increased access to policy makers
- Networking and partnership opportunities
- Division of labor and less duplication
- The exciting feeling of being part of something bigger than the sum of its parts
Disadvantages

- Conflict is inevitable because of the differences among the groups in a coalition and the strengths, weaknesses and personalities they bring to the table

- Build mutual respect
Coalition Time

- What do you bring to the table?
- Who is your representatives?
Threats to a Successful Coalition

- Ideology. Debates on values and beliefs leave little flexibility which is in a collaboration.
- Leadership. If you don’t have a strong chief, the tribe will disperse. But it takes a team.
- History. Living in the past.
- Competition. If true reason for effort is $, both will continue to fight for resources.
Threats to a Successful Coalition

- Power. Rarely equal. So you must balance inequalities among all members.
Willing to refrain from gossip and rumors

Willing to commit to a long term approach. Baby steps

Willing to listen respectfully to opposing points of view

Willing to set aside personal differences for the success of the coalition
Before you assume, learn the facts.
Before you judge, understand why.
Before you hurt someone, feel.
Before you speak, think.
Who to Invite

- Who are your stakeholders
- Best representative
  - Knowledgeable
  - Articulate
  - Effective communicator
  - Diplomatic
  - Good listener
Meetings

- Location
  - Neutral ground
  - Comfortable room
- Stick to the agenda
  - Topics
  - Time
  - Parking lot
Meetings

- Facilitator
  - Task master
  - Neutral party

- Recorder
  - Recap main discussions
  - Any decisions made
  - Action steps

- Time keeper

- Whose yours?
Meetings

- Ground rules
- MOUs of ground rules
- Anticipate conflict
  - Money
  - Resenting the big guy
  - Martyr conflict
  - Equalize power
  - Celebrate differences/strengths
  - No bash, no trash
  - Walk in their shoes
Set the Meeting

- Explain the ground rules
- Each party describes his/her experiences, uninterrupted
- Invite questions for clarification
- Discuss and sort issues
  - Level of importance
- Discuss most important ideas and generate possible solutions
Set Community Stakeholders

- Current pet owners
- Donors
- Employees
- Foundations
- Government
- Volunteers
- Media
- Law enforcement
- Rescues
- Veterinarians
- Volunteers
Coalition Building

- Mission statement
- Name of coalition
- Implement a positive style
- Set meeting schedule
- Assign responsibilities
- Define resources
- Remain flexible
- Promote the successes
Maintain Momentum

- Low moral and misunderstandings
- Boredom
  - Focus
  - Facilitation
  - Feedback
  - Fun and fellowship
The 5 R’s

- Recognition
- Respect
- Role - feel needed
- Relationship
- Reward
Evaluate, Celebrate, Educate

- Evaluate
  - Report cards

- Celebrate

- Educate
  - 3-5 realistic goals
  - Foster a safe environment
  - Maintain diverse membership
  - Don’t drift from objectives
  - Call missing members
Coalition Time

- 3 problems
- Mission Statement
- 3 possible solutions