

Building Coalition Capacity and Engagement

Helen Reinbrecht
Coatesville Youth Initiative
Coatesville Community Coalition

The Map

- ▶ Communities That Care Process



The People

- ▶ Building relevant and effective capacity

Capacity =
actual or potential ability to
perform

- ▶ What skills do you want at your table?
- ▶ Who has those skills AND can add to the capacity of your group?

The People

- ▶ Engaging coalition members

Understand the “why” before understanding the “how”

- ▶ Why would this person want to come to your meeting?
- ▶ Why would this person contribute to the purpose of the meeting?
- ▶ How can you get this person involved in the discussion?
- ▶ What can this person contribute to the planning?

The People

- ▶ Keeping coalition members actively involved

Put the “active” in active involvement

- ▶ Why are people coming to your meeting?
- ▶ What meaningful work can you give your group members?
- ▶ How can they be influential in this space?