

How to Recession Proof Your Coalition

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Agenda

- Intro and objectives
- New Reality
- Foundation of a coalition
- Leadership
- Membership
- Lead Agency
- Resources
- Misc.



Objectives of Presentation

- Simple suggestions and tips
- Don't require a lot of resources
- Relevant regardless of economic situation
- Focus on 4 keys to success:
Leadership, Membership, Lead Agency and Resources



Understand New Reality

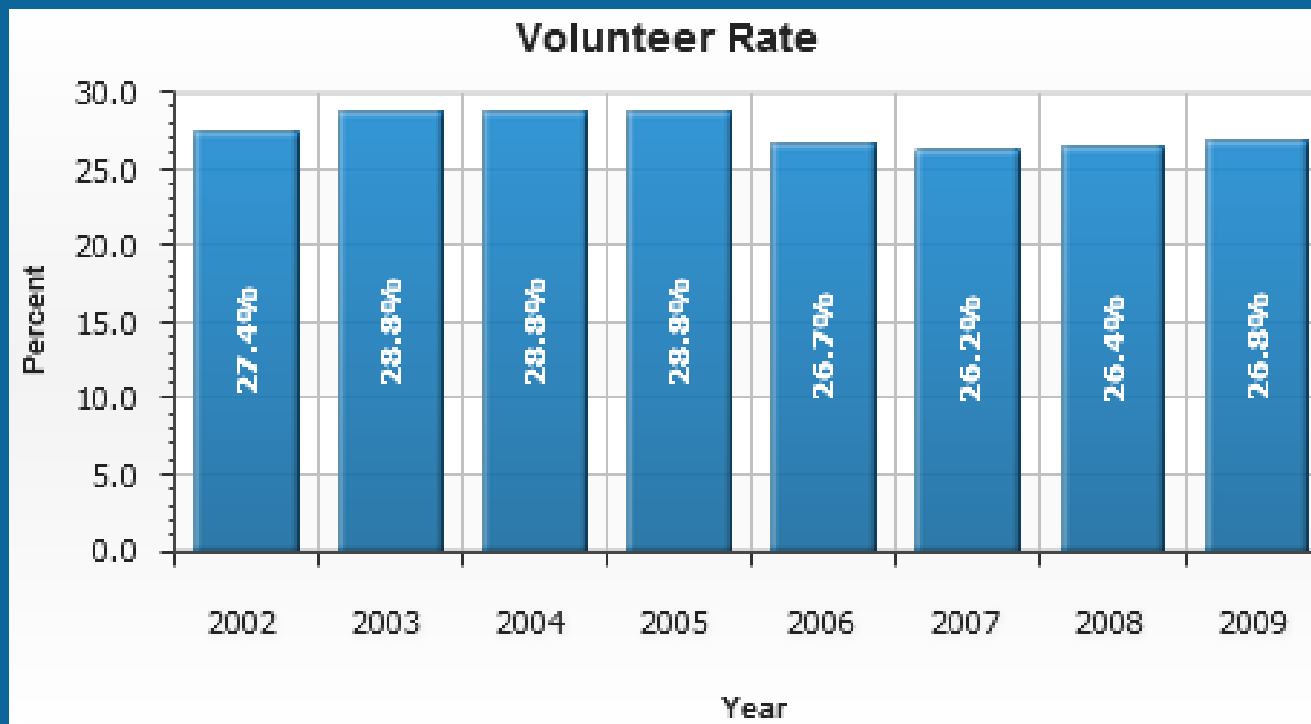
- More demands with less resources
 - Americans gave over \$300 billion in 2009, a 3.6% decrease
- Do what you can with what you have!
- Redefine success
 - Maintain vs. Grow
- Some good news



Giving USA, a report by American Association of Fundraising Counsel,
http://www.aafc.org/gusa/gusa_order.cfm

Understand New Reality

2009 Volunteer Rate: 26.8%



Corporation for National & Community Service

<http://www.volunteeringinamerica.gov/index.cfm>

Understand New Reality

Top Five States for Volunteer Rate:

- 1) Utah
- 2) Iowa
- 3) Minnesota
- 4) Nebraska
- 5) Alaska



<http://www.volunteeringinamerica.gov/index.cfm>

Understand New Reality

Top Five Large Cities for Volunteer Rate:

- 1) Minneapolis-St. Paul, MN
- 2) Portland, OR
- 3) Salt Lake City, UT
- 4) Seattle, WA
- 5) Oklahoma City, OK



<http://www.volunteeringinamerica.gov/index.cfm>

Foundation of a Coalition

Clearly Identify and Communicate Coalition's Role

Coalition: a group involving multiple sectors of the community, coming together to address community needs and solve community problems.



Foundation of a Coalition

Establish (and Revisit) Coalition's Structure

- Provides clear guidelines on how to proceed
- Provides meaning and identity to people who join
- Helps coalition keep going regardless of the participation of a few members /leaders
- Structure is inevitable – be proactive and choose one that best matches the people, resources, problem being addressed etc



Foundation of a Coalition

Factors for success

- strong leadership
- emphasis on community's concerns
- inclusiveness
- member support and ownership

What can you control?



Leadership

- Different types of leaders
- Similar characteristics:
 - Integrity
 - Empathy
 - Decisive
 - Flexible
 - Vision
 - Passion and desire to lead



Leadership

- Know when to delegate & what you have to do yourself
- Solicit feedback
- Listen
- Decisive vs. consensus building
 - Allow coalition to make its own decisions – steer the group
 - Know when to take action and make decisions even without full support



Leadership

- Know your board, membership and community
 - Know why they joined
 - What resources they have to offer
 - Use this to motivate them
- Be appreciative, consistent
- Cannot be all things, to all people, at all times



Membership

- Know your members
 - Use formal and informal surveys, one on one conversations
- Use members appropriately
 - Find ways to meet their needs
 - Have clear expectations for members and volunteers



Membership



Membership

- Recognition
 - thank volunteers in email update after events
 - volunteer of the month and other awards
 - recognize member organizations
 - letters to supervisors
 - small tokens of appreciation



Membership

I WAS TOLD THERE WOULD BE
REFRESHMENTS



Membership

- Communicate often
 - Update emails
 - Newsletters
 - Meeting minutes
 - Facebook, twitter
 - Calls and visits



Membership

- Consistently recruit
 - Bring a friend challenges
 - Revisit old member organizations – positions and people change
 - Find new organizations
 - Calls and face-to-face
 - Colleges and graduate programs (interns)
 - Look beyond Injury Prevention



Membership



Membership

- Share the spotlight
 - Have members to host meetings
- Be flexible
 - Review structure/time of meetings
 - Review structure of coalition
- Don't take members for granted



Lead Organization

- Focus on mission alignment
- Find out why they support Safe Kids
 - Ask
 - Different departments and stakeholders have different needs and expectations
 - Look for win-wins for lead agency, SK and community



Lead Organization

- Recognition
- Highlight benefits of being a lead agency
 - Level 1 Trauma Centers
 - Health Departments IP Programs
 - Community Benefit for non-profit hospitals



Lead Organization

- Send updates after events
- Keep track of volunteer hours
 - Hours leveraged from staff time
- Keep track of families/people reached
- Share success stories
- Hold an events in strategic locations



Resources

- Develop a board or advisory committee
 - Work with lead agency
 - Money - ask members to “give and get”
 - Connections
 - Visibility
 - They can do more than you can alone!
- Find the time – set small goals (1-2 hrs/week)



Resources

- Set Goals
 - What do we plan to do?
 - What will that cost?
 - How much funding is in hand?
 - Who do we need to connect to?
 - How much do we need to raise?
- Unrestricted vs. Restricted



Resources

- Talk to people
 - Be succinct w/ written and verbal communication
 - Customize materials and pitch
 - Follow up!
- Don't be afraid/embarrassed to ask – SK is a worthy cause.



Resources

- Business champions
- In kind
- Recycle proposals and program ideas
- Read community papers – find community focused organizations



Resources

- Sell Safe Kids
 - Highlight what makes the coalition different
 - Highlight what SK will do for them
 - Recognize supporters
 - Keep in touch with them – send updates
 - Stats help you decide where to put resources – stories help you get resources



Misc.

- Gap analysis
- Research what services or programs have been cut in your community
 - Understand and use increased demand
- Set up events on routine/reoccurring basis
 - Save on planning, prep and marketing time



Misc.

“EVALUATE, EVALUATE, EVALUATE - I think this is imperative in these times. We often spend our time doing "feel good" things, maybe things we have done forever. I think that it is important that we carefully evaluate our programs to see what ones are making a difference and be able to "let go" of those that maybe aren't. I know evaluation takes some time but it is worth it and with only so many dollars and hours in the day, we need to make sure that we are using our time and money wisely!”

- Carma Hanson, Safe Kids Grand Forks ND



Additional Resources

- Corp for National & Community Service's Resource Center
<http://nationalserviceresources.org/via>
- Community Toolbox
<http://ctb.ku.edu/en/default.aspx>
- Spirit of the Coalition, APHA
Bill Berkowitz, PhD; Tom Wolff, PhD



Thank You!

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