



COALITION BUILDING

Joining with other unions, organizations, or political parties can bring our school board campaigns more resources, influence, and power. Below are important questions to consider before joining in coalition with others:

- What is the overall objective of the coalition?
- Will there be a sign-on document that outlines the values, priorities, and principles of the coalition?
- Will the coalition become a legal, independent body that requires legal documents? Does tax status prevent us from working on certain activities together?
- What will coalition members share? Research? Information? Polling? Canvass IDs?
- Will the coalition primarily inform the public or its membership? How will we present ourselves in the media?
- How will the coalition raise money?
- How will we work together and make decisions?
- How will each organization add to the group? What resources will they provide?

Joining with others has advantages and drawbacks that you will need to weigh carefully.

ADVANTAGES TO COALITION BUILDING	DISADVANTAGES TO COALITION BUILDING
You are able to accomplish more by splitting turf and pieces of the campaign.	You may have to compromise to find common ground and reach consensus.
You will have more diverse stakeholders that represent the community.	You have less power over message and tactical decisions.
You can build partnerships that last past the election cycle and learn new skills.	The victory will not just be yours and you may be tied to negative aspects that may arise from your partners' activities.