1-page Organizational Message for Coalitions

☐ State coalition’s purpose or mission - why it exists and its long-term goals.

☐ Provide information about coalition’s legal status or affiliation.

☐ Independent nonprofit organization with own tax exempt status?

☐ Project of (or associated with) another organization?

☐ Define coalition’s service area or priority population.
  o Serves a particular geographic area (e.g., neighborhood, city or region)?
  o Focuses on particular group or subgroup (for example, those with specific health condition, economic status, age, gender or racial/ethnic group)?

☐ Describe coalition’s scope of activities or focus.
  o Direct services, training, advocacy, public education, and/or some other function?
  o Particular program area, such as asthma, women’s issues, or primary health care?

☐ Explain what is unique about coalition.
  o Only one of its kind?
  o Only one in this community?
  o Only one using a certain approach?

☐ Make readers want to learn more about coalition – through content and presentation.

☐ Make message positive, understandable and “actionable”.
  o Specific and tailored for different audiences?
  o Avoids clichés, acronyms and vague terms?
  o Uses active verbs?
  o Is likely to be remembered?

☐ Provide summary statistics and historical information to provide context for readers.

☐ Use consistently in promotional material and proposals.