

COALITION MEMBERSHIP GAP ANALYSIS

- 1) Update and access your roster of members
- 2) Decide what community sectors you intend to engage; you can modify this list:
 - a. Health/Medical
 - b. Government/Legislative
 - c. Business/Labor/Employment
 - d. Religious/Faith-based
 - e. Local Community
 - f. Recreational Organizations/Facilities
 - g. Nutrition/Food Services
 - h. Family/Children/Youth/Elderly
 - i. Health Advocacy/Medical Issues
 - j. Professional/Trade Associations
 - k. Other Interest Groups
- 3) For each sector, write the category on a flip chart sheet and mount them on the wall of your meeting room. Define each sector and provide examples of organizations in each category.
- 4) Produce name badges by printer (or on index cards) of the current member organizations and deal them out to members in attendance at steering committee or general coalition meeting.
- 5) At a signal, everyone gets up and quickly affixes their cards or name stickers to the appropriate sheets.
- 6) All sit down and observe the results. The usual case is that some sheets are well populated and others are empty or have only one or two organizations.
- 7) Either as a whole group or in small groups (if many members are present), brainstorm potential organizations for the sparse categories. The phone book or list from the local Chamber of Commerce/small business organization can provide a start. Members should articulate what role each organization will play in the coalition (i.e., Why they are valuable to the coalition's efforts? What are the mutual benefits of partnering?)
- 8) Finally, members volunteer/are chosen to contact these organizations to start recruiting the best representative. The coordinator may then follow up with membership information about the coalition and face-face contact with each organization. This method works and it's participative!