



Stronger Together – Building
Coalitions

December 13, 2022

Coalition Building

Planting Seeds of Cooperation



Harvesting for Fundraising, Mill levies, Library support



How are coalitions different from program partnerships?

Building Community

- Values based
- Wider net
- Looking for partners with influence and/or constituencies
- May be longer term

Building a Program

- Purpose driven
- Narrow focus to achieve specific goal
- Influence not so important as long as they can help achieve goal
- Can be dissolved as soon as program is finished

Shared Values

- How does your library make your community a better place?
- What other groups are working to make your community a better place?
 - Small businesses
 - Youth sports
 - Political leaders
 - After school groups
 - Parents groups
 - Social services
 - Healthcare

Identify Power Centers

- Small businesses
- Youth sports
- Political leaders
- After school groups
- Parents groups
- Social services
- Healthcare
- Chamber of Commerce?
- Youth sports leagues?
- Individuals and Party Committees?
- YMCA? Boys & Girls Club?
- PTA?
- Food bank? Crisis center?
Religious organizations?
- Clinics?

Networking



Identify Shared Values

- What does the coalition stand for?
- What's it going to do?
 - Increase the library's visibility throughout the community
 - Library already has a strong brand – you're building on it
- What are you looking for in a coalition partner?
 - Someone who is willing to stand with you and convey information to their membership. Share information in their newsletters/posts, provide opportunities to speak to their members
 - Enable you to reach a wider audience and one that you may not be currently reaching

Small group activity

- Why do you want to build a coalition? Purpose.
- Identify some groups that you think might be good coalition partners
- What are some of their power centers?



One on One Contacts



We're Librarians We Do Research

- Learn about the organization
 - News stories, web page, social media
 - Swing by and take a look if it's a business
- Research the individual(s) you're contacting
 - Online same as above
 - Can also research political contributions – fec.gov federal
Montana - <https://cers-ext.mt.gov/CampaignTracker/dashboard#>
 - Ask other connections
- Shared values, common interests, experiences

Cold Calling

- Script out your conversation
 - “Hi, this is Betty Lou from the library. We're putting together a coalition to help the library pass a mill levy. I'm wondering if I could have 15 minutes of your time to tell you a bit about what we do and find out what you do and see if we might want to work together.”
 - You might be able to put them at ease by letting them know this is not about money. Rather you want their thoughts and input.
- Who are three other people I should talk to? Networking!
- What can you do that would help them? Use that research

Don't exclude possible opponents

- Look at it as opposition research
 - You want to learn what some of the objections may be
 - What would make you change your mind?
- Even in a group that as a whole doesn't support you you may find individual supporters



After the 15 Minutes is Up

- Let them know why you think it's important but you really want to hear from them! This is mostly a listening session
- If you are just planting the seeds:
 - Can we add you to our email list? Can we keep you informed?
 - Can we invite you to a coffee at the library?
- If there is a more pressing concern:
 - Can we add your company/organization to our list of supporters?
 - Here's a list of other supporters
- Follow up with a Thank You note. Hand written notes are unusual these days and get attention

Coffee at the Library



Keep it Simple – Keep it Brief

- Coffee/Tea and cookies
- Quick tours of the library – script volunteers to show and talk about what you're doing that impacts the community
- Brief presentation about plans for mill levy/building project/library district
- Provide print or online materials for more information
- Opportunities to get more involved e.g., committees or just outreach and support
- Follow up with Thank You

Action Plan



- Set up a timeline
- Mark down your steps
- Assign tasks
- Build stronger communities

Additional Resources

- EveryLibrary - <https://www.everylibrary.org/>
- United for Libraries - <https://www.ala.org/united/>
Additional resources for individual members from BoardSource
- Partisan but Plentiful – National Democratic Training Committee
<https://traindemocrats.org/course-catalog/>

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