

## **Chapter 9**

# **Maintaining Momentum and Building a Strong Team**

- \$ General Tips for Maintaining Effective Coalitions
- \$ Maintaining the Momentum
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# General Tips for Maintaining Effective Coalitions

1. Continue to recruit diverse membership - include anyone who believes in the mission of the coalition.
2. Allow for varying levels of participation - talents differ and life circumstances change.
3. Continue to evaluate and disseminate innovative interventions.
4. Develop written by-laws or operating procedures that specify roles, membership criteria election of leaders, decision-making methods.
5. Add flexibility to funding time lines as coalitions naturally evolves.
6. Provide ongoing technical assistance to staff and members.
7. Provide early and ongoing staff resources (facilitator, administrative assistant, clerk).
8. Be responsive to your community- continue to assess local needs.
9. Be patient and persistent - improving health and quality of life takes time.
10. Commit to action - use available resources to make a difference.
11. Be an advocate for tough issues.
12. Know when to say when - coalitions are not panacea or always the best approach.

F.D. Butterfoss, Center for Pediatric Research, 1995

## The 6 AR=s@ of Participation

There are many reasons why people participate in all kinds of groups, organizations or associations. It has been observed that we are a nation of joiners. Coalitions can be successful when we design organizations that seek to meet the needs of all of our members.

## **Recognition**

People want to be recognized for their leadership to serve the members of their communities and organizations. We all want to be recognized, initially by the members of our own group and then by members of other groups, for our personal contributions to efforts to build a better quality of life.

***TIP: Recognition can be given through awards and dinners highlighting contributions.***

## **Respect**

Everyone wants respect. By joining in community activities, we seek the respect of our peers. People often find their values, culture or traditions are not respected in the work place or community. People often seek recognition and respect for themselves and their values by joining community organizations and coalitions.

***TIP: Don't schedule all of your planning meetings during regular working hours. This may exclude many grassroots leaders who hold other jobs. Meet in the evening and provide dinner and child care or at least meet late enough so that those attending can take the time to provide dinner and child care for their families.***

## **Role**

We all need to feel needed. It is a cliché; but it is true. We want to belong to a group which gives us a prominent role, and where our unique contribution can be appreciated. Not everyone searches for the same role. But groups must find a role for everyone if they expect to maintain a membership.

***TIP: Grassroots leaders and members have had the experience of being token on coalitions. Create roles with real power and substance.***

## **Relationship**

Organizations are networks of relationships. It is often a personal invitation which convinces us to join an organization. People join organizations for personal reasons to make new friends, and for the public reason to broaden a base of support and /or influence. Organizations draw us into a wider context of community relationships which encourage accountability, mutual support and responsibility.

***TIP: Provide real opportunities for networking with other institutions and leaders.***

## **Reward**

Organizations and coalitions attract new members and maintain old members when the rewards of membership outweigh the costs. Of course, not everyone is looking for the same kind of rewards.

Identify the public and private rewards which respond to the self interests of members in order to sustain their role in the coalition.

***TIP: Schedule social time and interaction into the agenda of the coalition where families can participate. Make sure there is an on-going way to share resources and information including funding opportunities and access to people in power.***

## **Results**

Nothing works like results! An organization which cannot deliver the goods<sup>®</sup> will not continue to attract people and resources.

***TIP: To many grassroots leaders and residents, visible projects and activities that directly impact on conditions and issues in their communities are the results they are looking for in return for their participation.***