



COALITION BUILDING & MAINTENANCE  
**POWER PRISM**  
A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



## Coalition Mapping Worksheet

Healthy and effective coalitions are not easily built or maintained. Powerful coalitions are structured around campaigns – *not missions* – and they involve a variety of stakeholders from different sectors, each of whom come to the table to get certain needs met. Coalition organizers must remember that their partners only *STAY* at the table when those needs are actually getting met. With the Power Prism®, we recognize 4 essential layers to successful campaign coalitions as shown at the right.

Example:

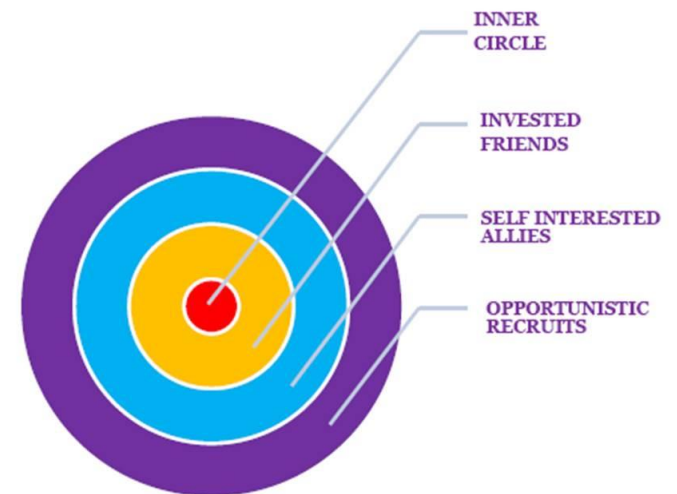
In a smoke-free worksite policy campaign, the coalition might strive for the following layers of membership:

**Inner circle:** American Cancer Society, American Heart Association, American Lung Association, and the Asthma and Allergy Foundation

**Invested Friends:** Restaurant and hotel workers union, hospitals, and low income health advocates

**Self-Interested Allies:** Pharmaceutical companies that make cessation products, health insurers, and fire departments

**Opportunistic Recruits:** Organizations to which key decision-makers belong, businesses and civic organizations located in key legislative districts



Power Prism® - Coalition Mapping Worksheet,  
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[www.powerprism.org](http://www.powerprism.org)

## Power Prism® Coalition Mapping Worksheet

Please consider the criteria in the middle column and develop a working list of organizations you either have or can recruit.

**Who can you recruit in each of the four coalition areas?**

Categories of coalition partner	Criteria for consideration	Organizations you have or would like to recruit <i>and why</i>
<b>INNER CIRCLE</b>	What organizations directly share your campaign mission?	
<b>INVESTED FRIENDS</b>	What organizations embrace a vision that would be advanced if your campaign succeeded?	
<b>SELF-INTERESTED ALLIES</b>	What organizations stand to better serve their membership if your campaign succeeds?	
<b>OPPORTUNISTIC RECRUITS</b>	What organizations have a good relationship with any of the key decision-makers you are seeking to influence? (Do some homework to identify groups that your key decision-makers trust and respect.)	

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