



# Coalition Building: Power In Numbers

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If you want to impact public policy, here's a simple rule to live by: **don't go it alone.**

Developing, managing, and engaging an effective coalition is often the single most critical factor in determining your advocacy campaign's success.

It's also one of the hardest. Just thinking about where to start can be daunting, since building an effective coalition means:

- Identifying organizations and individuals likely to support your cause
- Developing messaging to bring supporters on board
- Managing relationships
- Establishing an effective coalition structure
- Coordinating efforts via regular check-ins
- Deploying action items to connect supporters with key public officials
- Keeping members engaged

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Thankfully, our team at Denny Civic Solutions has decades of combined experience doing all of the above. We offer clients a **dedicated coalition manager** for their campaigns, so that even those totally new to advocacy can hit the ground running.

Our approach?

- **The broader, the more diverse, the better:** You amplify your impact when your coalition is more than just "the usual suspects." Unexpected allies — ones who bring a diverse set of viewpoints and backgrounds to your issue — get lawmakers' attention.
- **Make it meaningful:** Coalition members want to know that they're making a difference. Assigning regular, meaningful (yet achievable) action items keeps them engaged.
- **Meet 'em where they are:** Every coalition member has varying degrees of time and resources to devote to your cause. That's ok. Successful campaigns offer levels of engagement to get the very best out of each partner.

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Want to learn more about how we can give your coalition a boost? Schedule a 20-minute call with us at [DennyCivicSolutions.com/Contact](https://DennyCivicSolutions.com/Contact).