

Building a Coalition: Identifying Partners



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



















The categories below represent possible agencies, organizations, or local groups within your community that should be considered as you form/strengthen your coalition. First, fill in information about the organizations/groups that may be invited to partner (blue columns that apply). Next, indicate the current relationship and select ~8 partnerships to prioritize in the near future (check all the green columns that apply).













Partner type	What expertise/skills could they bring to your coalition?	What is their "get," or what might they gain from involvement?	Who should be contacted from this organization?	When/how is the best way to engage? (e.g., at an upcoming event they will attend)	Who will reach out to them?	Current relationship?	Priority in next 6 months?
Governmental							
School district/ education						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
County government or program						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Regional planning agency						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Department of Public Health (or specific program)						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Department of Social Services (or specific program)						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Department of Parks & Rec (or specific program)						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

This tool is adapted from Partner Build Grow: An Action Guide for Sustaining Child Development and Prevention Approaches













Building a Coalition: Identifying Partners (continued)

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Governmental							
Elected officials (e.g., town council)							
Appointed government officials (e.g., town manager)							
Transit agency							
Police Department							
Planning Department							
Transportation Department							
Public Works Department							
Fire Department							













Building a Coalition: Identifying Partners (continued)

Partner type Community	What expertise/skills could they bring to your coalition?	What is their "get," or what might they gain from involvement?	Who should be contacted from this organization?	When/how is the best way to engage? (e.g., at an upcoming event they will attend)	Who will reach out to them?	Current relationship?	Priority in next 6 months?
Bike/ped advocacy groups							
Advocates for families of victims of traffic violence							
Faith Organizations							
Safe Routes to School program							
Elected Neighborhood or Community Reps (esp. in underserved neighborhoods)							
Mentoring/ Youth Development organizations							













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Parent groups (School connected or otherwise)							
Community service/volunteer organizations							
Hospital or Health Care Institutions							
Emergency services or trauma centers							
Parent-Teacher Association or Organization							
Substance Use Prevention or Treatment Center							

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Community Club/organization							
After School Program Provider							
Universities or Colleges							
Housing/Community Development							
Environmental/outdoors groups							
Advocacy groups (esp. representing vulnerable road users, such as persons with disabilities)							

Building a Coalition: Identifying Partners (continued)

Partner type Private/Other	What expertise/skills could they bring to your coalition?	What is their "get," or what might they gain from involvement?	Who should be contacted from this organization?	When/how is the best way to engage? (e.g., at an upcoming event they will attend)	Who will reach out to them?	Current relationship?	Priority in next 6 months?
Local Foundations							
Micromobility companies (e.g., scooters)							
Local Businesses / Retail							
Industry / Manufacturing							
Arts / Theater / Music / Cultural							
Food / Hospitality							
Other (list below)						