

UNIT  
3.2

# Coalition Building

**MODULE**  
Building an  
Advocacy  
Campaign

**FORMAT**  
Presentation

**TIME REQUIRED**  
60 minutes

**MATERIALS  
NEEDED**  
Computer and screen  
for sharing slides

Exercise worksheets  
(printed or distributed  
electronically)

Pens/pencils for  
exercise (if in-person)

Slide presentation with speaker notes. This session explores coalition building, an important strategy for advocacy and policy change. One person acting alone is not the most effective way to motivate others and influence policy, so it is helpful for youth advocates to learn how to create, maintain, and meaningfully participate in a coalition. This presentation grounds tips and strategies for coalition building in the Multiple Streams Framework for policy change, which identifies policy communities as one of three key strategies that can be used to influence the policy process. This session defines a coalition as one part of a policy community and describes how a coalition can influence policy change.

## KEY LEARNING CONCEPTS

- Advantages to creating and participating in coalitions.
- Strategies for recruiting coalition members..
- Building consensus and its importance.
- How to manage an effective coalition.

## ASSOCIATED EXERCISE

- Youth Act Alliance of Malawi Case Study/Worksheet (Exercise 3.2, see also slide 19, "Do the Work!"). Participants should read the case study and discuss it in small groups. Groups will review the list of strengths and weaknesses discussed in this session, making note on the worksheet how they apply to the YAA coalition. Allocate 20-30 minutes for this activity.

## REQUIRED PREPARATION

- Print exercise worksheets (or distribute PDF versions to participants). This is a small group exercise and each group will need one.