

session overview

Purpose, Vision, and Mission

- Know your purpose, share your purpose, and connect your purpose to others – Why should others care about your purpose?
- Be clear and concise
- Put this information at the top of your meeting agendas
- See additional vision and mission handouts

Recruitment

- Provide public notice of meetings – newsletters, newspapers, radio, community calendars, posters, etc.
- Provide plenty of notice of meetings
- Have a clear agenda included in promotional materials
- Attendance is likely to wax/wane based on activities—annual event, projects, etc.—this is normal!
- Meet on a regular schedule—monthly is good!
 - Pros = regular, expected, consistent
 - Cons = if someone can't come at that time, they likely won't ever make it
- Consider meeting at a location that is convenient for the busiest, most important person you want to have there.
 - e.g., If you want healthcare professionals or doctors involved, try meeting at the hospital or clinic where they work.
 - On the other hand, this might make "I'm just a mom who cares about breastfeeding" folks less likely to attend.

Well-Run Meetings

- Have a clear agenda
- Publicize start and end time – and then start and end on time!
- Have a meeting facilitator – What makes a good meeting facilitator?
 - Listens and asks questions
 - Provides plenty of opportunities for other people to speak
- End with clear agreements and commitments – Who is going to do what by when?
- See additional agenda handout



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AND RESEARCH

Shared Leadership

- Coalitions require more than one person! This helps prevent burnout.
- Aim for at least three people who could each carry on the coalition if the other two dropped out—and who could recruit more people if needed!
- Clear descriptions of tasks/roles
- Build in redundancies – more than one person who knows where stuff is and how to handle finances
- Ensure your coalition is made up of people with different strengths – like from Malcolm Gladwell's *Tipping Point*
 - Connectors know people
 - Mavens know stuff
 - Salespeople are persuaders
- Leadership development opportunities
 - Participate in quarterly KBC calls
 - Go to a KLC program
 - Contribute to statewide program oversight or involvement
 - Volunteer to serve beyond local coalition
 - Attend a national or statewide conference
 - You have a lot to offer just as you are! Your local breastfeeding coalition can be a place that offers opportunities to grow and serve if you want them.

Funding

- Breastfeeding has a direct connection to health – Community foundations and health foundations care about health.
- Project-based efforts – Foundations often like to fund projects
- Find experienced grant writers
- Find a fiscal agent if your coalition does not have its own 501c3 status
- IMPACT Funding (application deadline of October 11th)

Social Media

- Facebook Page
 - Pros = public, can have multiple administrators
 - Cons = does not easily show up in newsfeeds
- Facebook Group
 - Pros = can be public or private, members receive notification anytime something posts, can have multiple administrators
 - Cons = dependent on creator of group (sustainability issue)
- Use Facebook events to create and publicize your events and meetings
- What other social media platforms has your coalition used successfully?