

COALITION BUILDING ROADMAP ACTIVITY

This is the Coalition Building Roadmap Activity. If you have not done so, please refer to the [Overall Community Engagement Strategy Doc](#). This is a strategy document to help you consider the many details that go into hosting a workshop event.

Activity Details



Duration: 1 hour 35 minutes



Size of Group: 15 - 40



Participant Types: Partner Orgs, Pilot Org Internal Team



Event Type: In-person event, stand alone or part of longer workshop



When to use this: When you are interested in creating a coalition and understanding what potential partners and local thought leaders see as important work happening in your community



Difficulty: Level 2 - Easy

*Rating based on 5-point Likert Scale and used by the design team to rate the difficulty of each activity. For any activities rated level 3 or above it is recommended to contact Income Movement for the initial workshop.

Summary and Goals

In this activity you will be creating a visual roadmap of important dates, events, and initiatives with your participants in order to find overlap, reveal opportunities to collaborate and visually display the interconnectedness of everyone's work. This can also be used as an internal activity to map out what different team members think is most important to focus on and what should be the timeframe for this focus.



The goal of this activity is to:

- Inform one another about important events, dates, and initiatives happening locally.
- Share knowledge about important work that is happening.
- Provide opportunities for participants to collaborate on future events/initiatives.
- See the big picture and interconnectedness of organization's work.

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Things You Need To Know, Have and Consider

Things to Know

Roles:

- **Lead Facilitator** - In charge of level setting the event / activity and guiding during the Whole Community Share-Out.
- **Moderators** - In charge of helping the Lead Facilitator in the Whole Community Share-Out and offering any support needed by participants during the activity.
- **Expert** - Someone who is well-versed in the topic you are covering in your workshop and basic income. This role could be done by the lead facilitator, a moderator or by some outside Expert. There can be more than one Expert.

Terms:

- **Timeline** - In this activity, participants will use a timeline to share campaigns that have or will soon launch, events that are happening during the designated time frame, or any planning that they would like others to get involved in.
- **Initiatives** - In this activity, participants are sharing any programs that will be worked on during the designated timeframe or a more broad focus that an organization is taking that will inform their campaigns and events.

Things to Have

Supplies you will need for the activity:

- [Reg Sharpies](#)
- [Large sharpies](#)
- Standard pens
- Cup / small basket
- 3x8' Butcher paper (White preferred). Alternative recommendation: [Easel Pad Paper](#)
- One Color of [Sticky Notes, 3 x 5 Inches](#)
- One Color of [Sticky Notes, 6 x 8 Inches](#)
- Scotch tape
- Masking Tape

Room Layout for the activity:

- The area where your participants are seated should have a large open wall for the Butcher paper and Initiatives to be hung up.

Links to Important Resources:

- [Instruction Sheet](#)

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Things to Consider

Keeping in mind the goal(s) of your workshop and the amount of time you have allotted for this workshop activity consider:

- Who should be invited to your workshop and who, on your team, makes most sense to contact them.
- Writing a script that can function as a loose guide while facilitating the workshop.

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Detailed Process

This process has six sections: (1) Set-Up, (2) Introduction and Instructions, (3) Activity Time (4) Whole Community Share Out, (5) Closing, and (6) Building The Report.

Set-Up

Make sure you have all the resources listed above or an equivalent to replace anything that is missing.

Roadmap Wall

Step 1:

- Lay out a long large rectangle (approx. 3ft x 8ft) from a roll of butcher paper or by connecting several sheets of Easel Pad Paper together. Then tape it to the wall with masking tape.

 **Note:** If using Easel Pad Paper make sure to stack at least 2-3 pieces to prevent markers from bleeding through the paper and making a mark on the wall.

Step 2:

- Using a marker, draw out a horizontal timeline across the bottom of the paper with vertical marks to divide the line into different quadrants of time based on months or quarters. Label this line 'Timeline'.

Step 3:

- Add a start and end date to the beginning and end of the timeline.
 - **Example:** Start: MAR 22, Spring 2022, Q1 2022 / End: Dec 22, Winter 2022, Q4 '22

Step 4:

- At the top of the paper write 'Key Dates / Events'.

Step 5:

- Now that you're done with the timeline piece, tape on the wall with masking tape, a separate piece of paper approximately (2'x3'in) and place it next to the timeline. Write 'Initiatives' at the top of the page.



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Work Station

Step 1:

- Place your pens and regular sharpies in a cup and put out 5 - 6 stacks of sticky notes.
-  **Tip:** Divide a single sticky note pad into thinner stacks to create the 5 - 6 different stacks of sticky notes.

Step 2:

- Tape the instruction sheet onto the table and cover the squares on the instruction sheet with the correct color of sticky notes as described in the instructions.

Step 3:

- After the station is set up, the Lead Facilitator or someone from the workshop team should create some pre-written sticky note examples to be used during the instruction of the activity.

Introduction and Instructions

Total Time Estimate: 15 minutes

Step 1: (est. 3 - 5 mins)

- The Lead Facilitator should welcome everyone and introduce themselves and their organization plus any partners that helped put this workshop together. Give space to any partnering organizations that would like to say a few words.

Step 2: (est. 3 mins)

- After intros, the Lead Facilitator should explain what participants are doing in this activity:
 - For Timeline - Participants are sharing any campaigns that have or will soon launch, events that are happening during the designated time frame, or any planning that they would like others to get involved in.

 **Note:** This can include external events that inform the work of an organization like the date of the General Election or the end date of a ballot initiative.

- For Initiatives - Participants are sharing any programs that will be worked on during the designated timeframe or a more broad focus that an organization is taking that will inform their campaigns and events.

Step 3: (est. 5 - 7 mins)

- The Lead Facilitator should model the activity by placing some pre-written sticky notes on the Timeline and Initiatives paper. Once this is done, they should ask whether anyone has any questions about the process. Make sure to give time to answer any questions participants may have.

Activity Time

Total Time Estimate: 20 minutes

Step 1: (est. 15 - 20 mins)

- The Lead Facilitator should invite people to get up and add anything they would like to the Timeline and Initiatives. Give around 15 to 20 minutes for all people to have a chance to add to these.

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Support Tips

- 💡 **Tip 1:** Remind participants to add their organization to their sticky notes.
- 💡 **Tip 2:** If the Lead Facilitator or Moderators notice anyone looking unsure feel free to approach them and ask what they were thinking of sharing.

Whole Community Share Out

Total Time Estimate: Option 1 - 42 minutes; Option 2 - 33 minutes

This part is an interactive piece to build a sense of community amongst the group. It is a chance to show what people are working on and uncover any connections happening across organizations that might lead to opportunities to collaborate. There are two ways to facilitate this part of the activity:

Option 1: Community-Led Share Out

Total time estimate: 42 minutes

This type of share out will feel more like an organic conversation amongst the participants and provide more opportunities for a range of participants to speak.

Step 1: (est. 3 - 5 mins)

- The Lead Facilitator should grab everyone's attention and let them know we will now be taking some time to read over everyone's contributions as a group. Then give about 3 - 5 minutes for people to read.

Step 2: (est. 15 mins)

- Starting with either the Timeline or Initiatives, ask if anyone wants to call-out one of the things that they thought was interesting and they would like to learn more about it. One person at a time should share and then time should be given for the contributing person / organization to share a little bit about it.

📄 **Note:** The goal is to cover 2 to 3 contributions for groups of 10 to 20 participants. If you have a larger group, sharing 4 to 5 contributions can feel more inclusive.

Step 3: (est. 15 mins)

- Repeat Step 2 with whatever section of the Roadmap you have not covered yet (either Timeline or Initiatives).

Step 4: (est. 5 -7 mins)

- Once participants have finished sharing, the Lead Facilitator should close the conversation with recommendations or final thoughts for the participants.

💡 **Tip:** Here are a few things the Lead Facilitator can share with participants:

- Any common themes across organizations or opportunities for collaboration not vocalized by the participants.
- Important upcoming events and initiatives that can have a positive impact on your movement.
- Iterate or reiterate the importance of coming together and sharing what everyone is working on.

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Option 2: Facilitator-Led Share Out

Total time estimate: 33minutes

 **Note:** Before you do the share out, make sure during the Activity Time you take time to read and observe what people have posted so you have a good idea of which ones you want to highlight.

Step 1: (est. 2 - 3 mins)

- Once people are seated and done putting up their contributions or time has elapsed on this section of the activity, the Lead Facilitator should grab everyone's attention and let them know that they are going to start walking through the Roadmap together.

Step 2: (est. 15 mins)

- Starting with either the Timeline or Initiatives, the Lead Facilitator should call-out one thing at a time that they thought was interesting and they think the group should learn more about. The Lead Facilitator should then ask the contributing person / organization to share a little bit about it.

 **Tip:** When choosing what to highlight, try to pick:

- Contributions that have opportunities for collaboration.
- Contributions that have a common theme or purpose occurring across organizations.
- Contributions that hold significance for the broader community and / or can have a positive impact on your movement, such as an upcoming event.

 **Note:** The goal is to cover 2 to 3 contributions for groups of 10 to 20 participants. If you have a larger group, sharing 4 to 5 contributions can feel more inclusive.

Step 3: (est. 15 mins)

- Repeat Step 2 with whatever section of the Roadmap you have not covered yet (either Timeline or Initiatives).

Closing

Total Time Estimate: 18 minutes

This is a chance to remind people that you'll be following up with what came out of this activity and to take a moment to celebrate what has been accomplished.

Step 1: (est. 3 mins)

- The Lead Facilitator should thank people for coming and participating in the workshop and they should also take a moment to celebrate what they have accomplished. This could be done by having everyone clap. You can also share this moment of celebration by having everyone celebrate the workshop team.

Step 2: (est. 2 mins)

- The Lead Facilitator should let participants know that a report / follow up with insightful findings from this workshop will come to their email in the next couple of weeks.

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Step 3: (est. 5 mins)

- After participants have started to leave, take a moment to bring your workshop team together to debrief and celebrate what you all have accomplished.

 **Tip:** Taking a photo with your team can solidify the importance of what has been accomplished.

Step 4: (est. 5 - 8 mins)

- Take photos of the Timeline and Initiatives before breaking down the activity and cleaning up the station. Taking photos of every part of the activity wall will ensure you have the content needed to transcribe this into a report to share with participants.

 **Tip:** Take multiple close up photos of every section so you can see the written content accurately.

Optional: Preserve the activity by using scotch tape to tape down each post-it to the Timeline and Initiatives then gently roll it up or fold it.

Building the Report

For this particular activity, a report or follow up to your participants should happen **no later than a week after the activity**. Below is an example of what can be created for participants. It is important to include pictures of the actual sticky notes to reassure participants that what you are presenting is accurate. In this follow-up communication, you should include a directory of all attendees so organizations can easily connect with one another.

SPRING 2022

2010 ASSIST Program since April 2010 present SSA/SSD application assistance for very vulnerable populations

Blanchet House 70th Anniversary & Special exhibit at Oregon Historical Society

Souvie Island Center Biochar & effective microbes & Workshops w/ Casulterio Villa March 2022 @Toop Farms **Growing Gardens**

April: Begins paid signature canvass **OPR**

"Painting Kamael" Painting my truck "Kamael" with community members living out of their cars Sat. March 18th 8:00am Truck is art piece @ BIG Conference end of June lythness.reception@gmail.com

March 12th BRO Statewide Action Summit, Eugene OR

Income Movement Economic Justice Organizers Dinner 3/3

APANO Asian + Pacific Islander Funders Community April 8

APANO Asian Pacific Islander Heritage Month in May

Bricks Need Mortar - Distributed stimulus that can only be spent at small business

Growing Gardens Rx Garden Program To unite health care, mental health services, and gardening to improve the health and wellbeing of our community

2022 Roadmap March 22 To accelerate relief for homelessness **(HereTogether)**

May 2022 Candidate Housing Forum **(HereTogether)**

Income Movement Coalition for Cash Hang Out 4/28

May 5th 2022 State of Civil Rights Candidate Forum League of Minority Voters

Tips for creating visualizations:

- Include photos of the activity next to the transcribed sticky notes and try to have the transcriptions and picture of sticky notes work together to tell a story.
- Color code the transcription of the sticky notes so that they match the color used during the activity. Include a key to remind participants what the two colors represented.