Coalition Membership Gap Analysis

1) Update and access membership roster

2) Decide the community sectors needed to engage

   a. health/medical

   b. government/legislative

   c. business/labor/employment

   d. religious/faith-based

   e. local community

   f. recreational organizations/facilities

   g. nutrition/food services

   h. family/children/youth/elderly

   i. health advocacy/medical issues

   j. professional/trade associations

   k. other interest groups

3) For each sector, write the category on a flip chart sheet and mount them on the wall of your meeting room. Define each sector and provide examples of organizations in each category.

4) Produce name badges by printer (or on index cards) of the current member organizations and deal them out to members in attendance at steering committee or general coalition meeting.

5) At a signal, everyone gets up and quickly affixes their cards or name stickers to the appropriate sheets.

6) All sit down and observe the results. The usual case is that some sheets are well populated and others are empty or have only one or two organizations.

7) Either as a whole group or in small groups, brainstorm potential organizations for the sparse categories. A list from the local Chamber of Commerce/small business organization can provide a start. Members should articulate what role each organization will have in the coalition (i.e., Why they are valuable to the coalition's efforts? What are the mutual benefits of partnering?)

8) Finally, members volunteer/are chosen to contact these organizations to start recruiting the best representative. The coordinator may then follow up with membership information about the coalition and face-face contact with each organization. This method works and it's participative!

Membership Orientation Packet

The following materials can be made available to all new members

- coalition history

- coalition vision, mission and goals

- organizational chart

- bylaws (and/or coalition guidelines/principles)

- roster of members

- steering committee and work group members

- minutes of recent general coalition meeting

- annual meeting and events calendar

- newspaper article or success story

- sample coalition product (educational or advocacy tool)