 **North Dakota Partnership for Success (PFS)**

**Coalition Orientation Packet Guidance**

As part of the ND PFS, you are required to establish, enhance, and maintain a coalition orientation packet to be shared with newly recruited members and stakeholder groups in the communities you serve. The intent for this orientation packet is to build the capacity of those involved in your coalition or who are invested in underage drinking prevention by providing relevant coalition-specific information in one document.

There are many things that should be included in your coalition orientation packet. The following items are required to be included in your packet unless otherwise specified. Examples are provided for certain items to illustrate how the information can be shared; however, you may include the following items in whichever formatting or organizational structure you choose. Please include any additional information your coalition would like to include that is not noted in the list below. The intent is for this packet to be as relevant and beneficial to your own coalition and the communities you serve as possible.

**Submission Requirements:**

* **Submit by June 15, 2017**
* **Submit to:**

Laura Anderson

[lauranderson@nd.gov](mailto:lauranderson@nd.gov)

**Items to Include:** *(You may check off items electronically by clicking on each checkbox)*

**Coalition name**

***Coalition logo (if applicable)***

**Coalition vision statement(s)**

A vision statement is what your coalition believes are the ideal conditions for your community; that is, how things would look if the issue important to you were completely, perfectly addressed. Whatever your organization's dream is, it may be well articulated by one or more vision statements. Vision statements are short phrases or sentences that convey your community's hopes for the future. By developing a vision statement or statements, your coalition clarifies the beliefs and governing principles of your coalition, first for yourselves, and then for the greater community.

There are certain characteristics that most vision statements have in common. In general, vision statements should be:

* Understood and shared by members of the community
* Broad enough to include a diverse variety of local perspectives
* Inspiring and uplifting to everyone involved in your effort
* Easy to communicate

**Coalition mission**

An organization's mission statement describes what the group is going to do and why it's going to do that. For example, "Promoting care and caring at the end of life through coalitions and advocacy."

Mission statements are similar to vision statements, in that they, too, look at the big picture. However, they're more concrete, and they are definitely more "action-oriented" than vision statements. Your vision statement should inspire people to dream; your mission statement should inspire them to action.

The mission statement might refer to your identified problem or a goal. And, while they don't go into a lot of detail, they start to hint - very broadly - at how your organization might fix these problems or reach these goals. Some general guiding principles about mission statements are that they are:

* Concise. While not as short as vision statements, mission statements generally still get their point across in one sentence.
* Outcome-oriented. Mission statements explain the fundamental outcomes your organization is working to achieve.
* Inclusive. While mission statements do make statements about your group's key goals, it's very important that they do so very broadly. Good mission statements are not limiting in the strategies or sectors of the community that may become involved in the project.

**History/background**

Provide the history and background of how the coalition was developed. Explain why it was developed, for what reason(s), and any other information which led to the development of the coalition.

**Past successes/accomplishments**

Describe any past successes or accomplishments of the coalition that illustrate its commitment to its vision and mission.

**Prevention overview/SPF overview**

It’s crucial to continue to promote prevention as a data-driven, evidence-based process that when followed, leads to a higher likelihood of successful outcomes. For more information about the SPF: <http://www.samhsa.gov/capt/applying-strategic-prevention-framework>

**Needs assessment highlights/key data**

Include findings from your assessment workbook in order to demonstrate information to support the efforts of the coalition.

**Goals, objectives, and strategies (efforts of the coalition)**

The goals, objectives, and strategies (or the different coalition efforts) may not necessarily be the same as those identified for your PFS project; however, your PFS project should align within the goals, objectives, and strategies of your coalition.

***Logic models (if applicable)***

***Coalition action plans (if applicable)***

***Timeline of efforts (if applicable; recommended)***

**Current funding/budget**

***By-laws, policies, processes and procedures (if applicable; recommended)***

This can include voting, consensus building, recruitment or training procedures. This can also include where copies can get made, where to find copies of resources, including copies of past meeting minutes.

**Meeting times/locations**

Describe when and how often your coalition meets (i.e. The second Tuesday of every month at noon)

**Coalition leadership/Meeting facilitator; Sub-committees/Chairs**

Describe who serves as the primary meeting facilitator as well as any information about how decision-making processes occur.

***Organizational structure/organizational chart (if applicable; recommended)***

**Member contact list**

Provide a list of all current coalition members. They may be participants at any level (i.e. Steering committee, active members, call-me/email-me members, supporters, or interested population.)

Include the following information:

* Name of each current coalition member (if member holds a leadership role, indicate specific role)
* Contact information for each current member
* The sector in which each member represents. There may be duplication of sectors and a member may represent more than one sector.

*Businesses*

*Child Care Providers*

*Civic / Volunteer Groups*

*Courts & Probation*

*Cultural Groups & Organizations*

*Elementary / Secondary Education*

*Government*

*Healthcare Professionals*

*Higher Education*

*Human & Social Service Providers*

*Law Enforcement*

*Media*

*Parents*

*Religious / Fraternal Organizations*

*Senior Citizens*

*Youth*

*Youth Serving Organizations*

*Others*

**Roles and responsibilities of members**

It is best practice to develop and share the roles and responsibilities of all individuals involved with the coalition to be clear and transparent.

***Past meeting minutes (if applicable, up to three months)***

Access to past meeting minutes will allow newly recruited coalition members to be more prepared to participate rather than spending time catching up during the first meetings they attend.

**Talking points for coalition members to use for community engagement**

Talking points are a great way to get your message out to a lot of people in just 2 – 5 minutes; however, 2 – 5 minutes is not a lot of time. Consider the following elements in your talking points:

* Your coalition / grantee organization vision and mission – what else do they need to know about your coalition?
* Key data (both positive and negative) that relate to the substance abuse issue in your community.
* Your coalition’s strategies and /or programs (1 or 2 at most) that will most relate to your audience.
* What are the key goals and outcomes that the coalition seeks to achieve (that is, why should the audience care?)
* Add a personal story of someone who has benefited from your coalition or partner’s efforts. Pull on those heartstrings. The personal story can also relate to your involvement with the organization.
* Call to action. Make it clear what the audience should do to support your work: donate, volunteer, petition, etc.
* Clearly give your contact information. Provide a name, phone number, email, and website.

***Coalition Orientation Training schedule (if applicable)***

***PowerPoint slides for new member orientation (if applicable)***

**How to get involved**

Individuals and stakeholders may want to be involved with the coalition, but are unable to dedicate the time and resources they feel are expected of them. By allowing participation at different levels, you are inclusive of anyone interested or committed to your mission, regardless of how they are able to contribute.

* Interested Population: Individuals who have some interest in the substance abuse issue (e.g., youth, parents, educators, law enforcement, service providers). They may or may not know about the Coalition or Grantee Organization.
* Supporters: Individuals that have had contact in some way with the Coalition or Grantee Organization. They have provided their name on a sign-in sheet, website or some other means.
* Call Me Members: Individuals that at one time or another have actively participated on a Coalition or Grantee Organization committee or project. They have expressed an interested in “doing some work”. They may or may not attend meetings.
* Active Members: Individuals that are currently involved in planning and implementation efforts (e.g., serve on a committee, partner on a project”. They attend Coalition or work group meetings.
* Steering Committee: Individuals that serve in a leadership role for the Coalition or Grantee Organization and are committed achieving the project goals.

**Primary contact information**

Identify a primary contact for you coalition. This will be beneficial when sharing coalition information with stakeholders in the community to have a point of contact. Include name, leadership role (if applicable), phone number and email address.

**Secondary contact information**

Identify a secondary or backup contact for you coalition that can be contact if the primary contact leaves or is not available. Include name, leadership role (if applicable), phone number and email address.

**Sample resources (i.e sample agendas/meeting minutes)**

***Link to a Google drive, Dropbox account, and or Facebook group (if applicable; recommended)***

If your coalition does not have a regularly updated website, it may be useful to create a Google Drive, Dropbox, or Facebook group for your coalition that can allow coalition members to easily access and share information. This location may store your orientation packet and any other coalition documents such as planning documents, strategic plan, and past agendas and meeting minutes.

**Additional Resources:**

CADCA Coalition 101 Strategizer: <http://www.cadca.org/sites/default/files/files/strategizer29coalition101.pdf>